

“Building Brands That Matter”



John McDonnell
Managing Director - International
Tuesday – Nov. 26, 2019

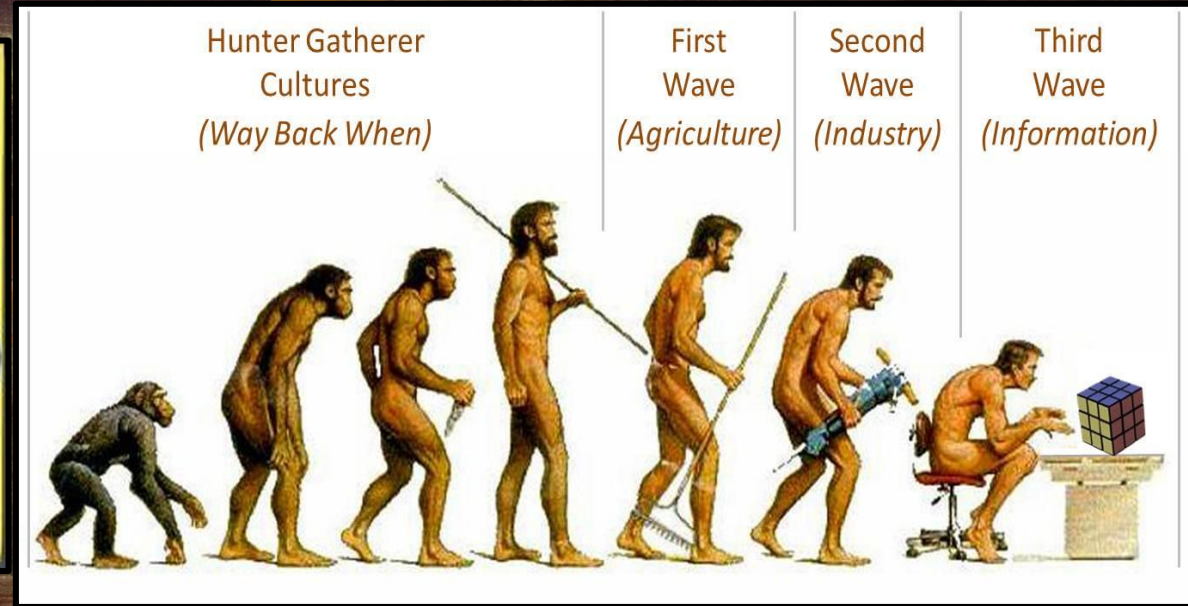
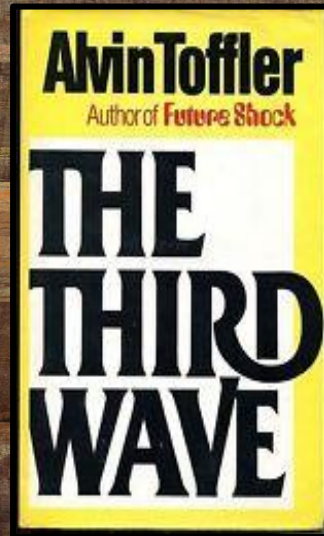


Part of Human History Over 9,000 Years



**World's Earliest Known Fermented Beverage:
China – 7000 BC**

Info Age: Totally Different World!



Today's World Going Digital!

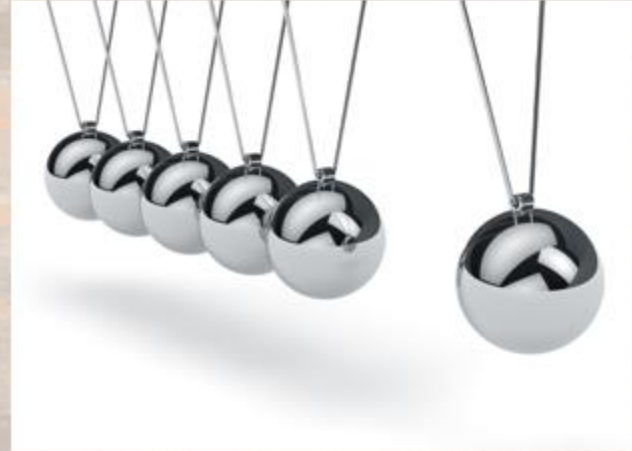


Simon Kemp – 30 Jan. 2018 wearesocial.com

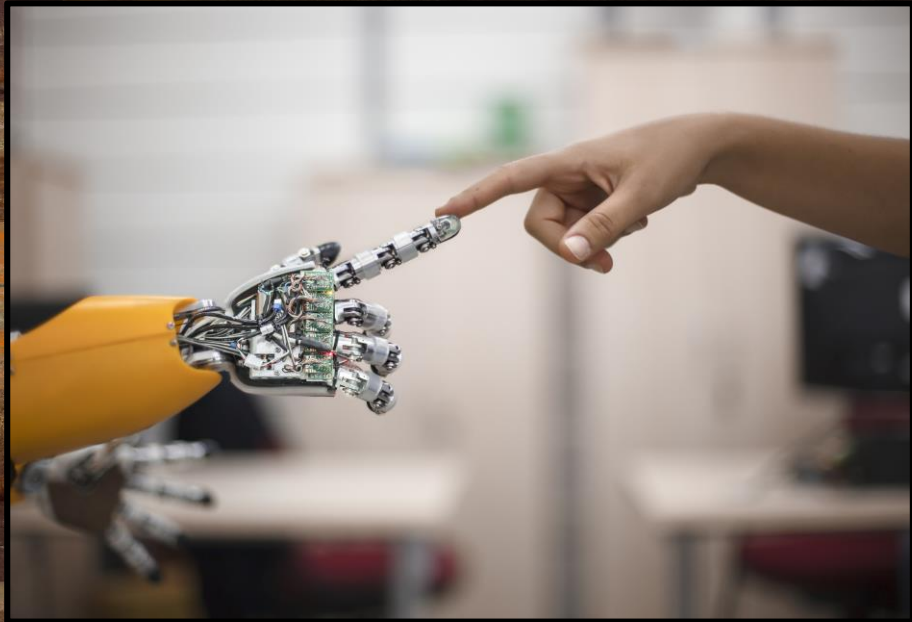
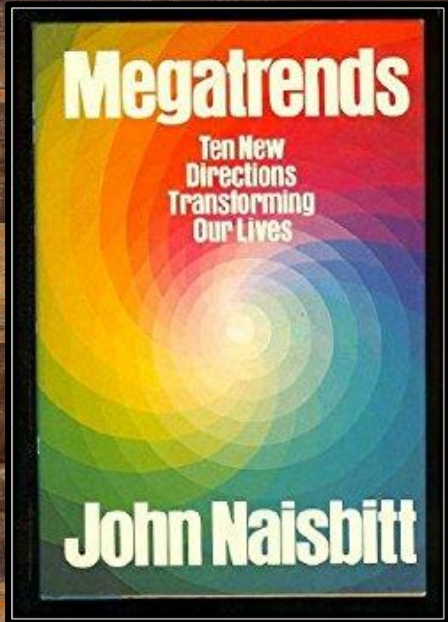
Impact of Information Age?



For every action, there is an
equal and opposite reaction



Reaction to “High Tech” = Need for “High Touch”



“High Touch” Example: Crate & Barrel



THE TABLE
AT CRATE

Testing: Oak Brook, IL.

Tables, Chairs, Plates for sale

Attracts consumers with
experience ... that can then
create new reasons to buy

“High Tech” Lifestyle Shift: Oman Arab Bank



Source:
Morning Consult 2017 for ABA

“High Touch” from Oman Arab Bank - VOX Cinemas



© 2017 for ABA

“High Touch” Experience in Duty Free Shops

Personal Tastings – Craft Vodka



New Generations = New Priorities

Baby Boomers: 1946-1964 Generation X: 1965-1979

Millennials: 1980-1994

iGen: 1995-2012

New Priorities for younger consumers

- **Digital Convenience**
- **Social Responsibility**
- **Sustainability**

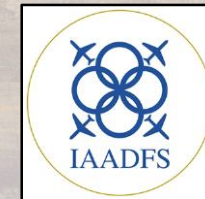
BNY Mellon research

Airports: Glued to Our Phones

- Look Up
Only 4 Times**
- Out of Car
 - Security
 - Restroom
 - Board Plane



Recommended: Global Duty Free App



Emerging Priority: Digital Convenience

Example: DRIZLY



DRIZLY = New Solution

Digital Convenience
(even from 3 fights down!)

**Over half the business
from customers under 35!**



Emerging Players: Alcohol Delivery



UAE,
South Africa,
Philippines,
Jordan



UK, Netherlands,
France, Germany,
Belgium, Ireland,
Spain, Italy, Australia,
Singapore, UAE,
Hong Kong,
Kuwait, Taiwan



USA: only CITIES thus far

U.K., Ireland, Italy, Greece,
Norway, Spain, Belgium,
Luxembourg, Poland,
Sweden, San Marino,
Netherlands, Denmark,
Portugal, Finland

Emerging Priority: **Corporate Social Responsibility**



TITO'S Example: Rescue & Protect Dogs

Social Responsibility in Action



Emerging Priority: Sustainability



Sustainability: All Brands in All Countries

L'Oréal – Strong Travel Retail Brand

- World Leader in Beauty
- Ranked 50th Strongest Brand
- Ranked 20th Most Sustainable
- Marketing Commitment to Full Sustainability by 2020
- Sponsoring Competition for Business Schools & Engineers



Sustainable Schools in Oman

Shell Oman: "Solar Into Schools" (2017)



Sustainability at Tito's



Sustainability at Tito's Handmade Vodka

At Tito's Handmade Vodka, we are dedicated to protecting our most precious resources, and to leaving the world a little better than we found it.

Our efforts include:



SOLAR FARM

A 2MW solar array established in 2016, one of the largest privately owned in Texas, helps to cover a substantial portion of our energy needs. When the sun is shining brightly, we are able to meet our usage requirements and put renewable energy back onto the utility grid.



RAINWATER COLLECTION

We currently use eight 12k gallon rainwater collection systems to support our water usage for landscaping and general utility. We plan to more than double the collection system in the next year.



WASTE RECYCLING

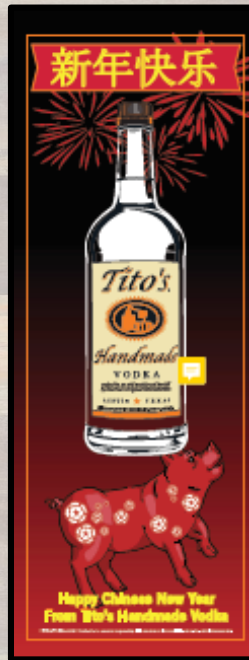
Approximately 99% of our waste stream is captured and recycled in our production facility.

THE FARM

In the Summer of 2017, we broke ground to build a farm on a plot of land adjacent to the Mockingbird Distillery. By Fall 2018 the 14-acre farm will yield its first crop. Besides growing food, the facility will serve as a meeting and teaching space.



High Touch Need in Ever-Shrinking World



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