



Edrington purchases WEBB's interest in Travel Retail JV

Saying that it is "now ready to fully integrate" its travel retail business in the Americas "within its global travel retail structure," spirits company Edrington will assume full ownership of its joint venture with WEBB, Edrington Webb Travel Retail Americas (EWTRA).

Edrington and World Equity Brand Builders (WEBB) have agreed to terms that will see Edrington assume full ownership of the former joint venture, which was launched as a partnership in 2015.

EWTRA distributed and marketed Edrington brands *The Macallan*, *Highland Park*, *The Famous Grouse*, *Cutty Sark* and *Brugal* rum. The company's portfolio also featured *Disaronno*, *Tito's Handmade Vodka*, *Licor 43*, *Tia Maria*, *Luc Belaire* and *Mionetto*, and was further complemented by Sazerac brands: *Southern Comfort*, *Fireball Cinnamon Whisky*, *Blanton's* and *Buffalo Trace*.

Together, the extensive collection of premium and craft brands has represented one of the most prominent and successful portfolios in the travel retail channel of the Americas.

Edrington Americas Juan Gentile, senior vice president for Latin America and Travel Retail, said: "The joint venture with

WEBB, led by Andy Consuegra as chief executive officer, proved exceptionally successful, delivering high double digit growth."

Gentile added, "Edrington is now ready to fully integrate this business within our global travel retail structure, with full ownership of operations in the Americas. We already directly manage Asia, Europe and the Middle East through wholly owned distribution companies. The EWTRA buy-out is consistent with our strategy to offer a unified global presence in a channel which has seen increased consolidation by key retailers."

"Moving forward, we will continue to focus our efforts in building the equity of our core brands, especially *The Macallan*. Distribution brand partners will continue to play a pivotal role in maintaining the strength and scale of our presence with duty free operators in the Americas."

WEBB Founder and EWTRA CEO Andy Consuegra said "I'm honored that we had the opportunity to assume such an essential position in further driving the success of Edrington as well as our other brand partners, within Travel Retail in the Americas. We've established enduring, highly successful partnerships between our great team, the brand companies, travel retail operators and

cruise lines in the Americas. Nearly doubling the business of the joint venture in such a short period of time, I believe, clearly shows the success of these efforts and relationships."

Consuegra will now focus on his other venture, WEBB Banks.

Igor Boyadjian, managing director of Edrington Global Travel Retail commented, "The acquisition of Edrington Webb Travel Retail Americas marks the opening of a new era for Edrington, establishing a fully owned and integrated Global Travel Retail business unit. It's an exciting new journey and a great stepping stone which will allow us to be more coherent and consistent in our global strategy with key partners and retailers. More importantly, we're delighted to welcome into our family a great team of people that will add great value and local expertise to our business, as well as an exciting portfolio of distribution brands. Last but not least, I would like to personally thank Andy for his achievements and for building great momentum behind our brands in the Americas over the last few years."

The Edrington WEBB joint venture ends June 1, at which time the business is fully integrated into Edrington and takes over existing distribution contracts.

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The Estée Lauder Companies announces Global Brand Leadership updates

The Estée Lauder Companies Inc. has announced global leadership updates and a transition plan that will affect four of its prestige and luxury brands, **Aveda**, **Bobbi Brown**, **La Mer** and **Bumble and bumble**.

Two senior executives, **Dominique Conseil**, Global Brand President, Aveda, and **Peter Lichtenthal**, Global Brand President, Bobbi Brown and Bumble and bumble, will retire.

Conseil, who is retiring on July 1, will be succeeded by **Barbara De Laere**, who has been appointed SVP, Global General Manager, Aveda. She will report to **Jane Hertzmark Hudis**, Group President, and will join the Executive Leadership Team.

Lichtenthal will retire next January. To ensure a smooth transition, he will support Jane Hertzmark Hudis on special assignments until his retirement. He will be succeeded by **Zach Rieken**, who will continue as SVP, Global General Manager, Bumble and bumble.

Sandra Main will add Bobbi Brown to her portfolio as Global Brand President, Bobbi Brown and La Mer. She will continue to report to Jane Hertzmark Hudis.

Justin Boxford has been appointed SVP, Global General Manager, La Mer, reporting to Sandra Main. He will also join the Executive Leadership Team.

"Today's announcement reflects the Company's thoughtful succession planning philosophy," said **Fabrizio Freda**, President and Chief Executive Officer.

"We are focused on leveraging the diverse strengths, experiences and perspectives of our leaders to further grow our brands and our business. The success of our people is a cornerstone of our long-term strategy."

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Hudson Group wins duty free/ retail contract at Raleigh-Durham International Airport

Hudson Group, a wholly-owned subsidiary of Dufry AG, and its partner Shaw Foods, have been awarded concession contracts for seven new specialty retail, travel essentials and duty free stores at Raleigh-Durham International Airport (RDU).

The contracts cover close to 6,400 sq. feet. (600 sq. meters) in total space.

Hudson Group's winning bids combine an eclectic mix of leading national and local brands, including: Hudson, Ink by Hudson, City Market News, Raleigh-Durham Duty Free, Vineyard Vines, 5th & Sunset, and Tech On the Go, says the company.

"Hudson Group is transforming

travel retail with its inviting new store concepts, and we cannot wait for customers and visitors alike to enjoy our newest innovative creations at RDU," said Joseph DiDomizio, President & CEO of Hudson Group, Division CEO North America of Dufry. "We are proud to expand our strong relationship with Raleigh-Durham International Airport, and to deliver the best leading national and local brands to our customers in Terminal 2."

"Hudson's new, fresh retail concepts will appeal to customers who want to start their vacation or business trip at RDU," said Kristie VanAuken, Raleigh-Durham Airport Authority vice-president of

communications and community affairs. "We are glad to extend our very successful partnership with Hudson Group."

In addition to the full assortment Raleigh-Durham Duty Free/Duty Paid store, and three travel essentials stores, the Hudson contract calls for three new specialty retail concepts: apparel and accessories store Vineyard Vines, sunglasses and watches from 5th & Sunset, and a full selection of tech gadgets at Tech On The Go.

The duty free store was previously operated by EJE Travel Retail.

* * *

In Europe yesterday, Dufry celebrated the inauguration of its newly refurbished Hellenic Duty Free Shops stores at Athens International Airport. The newly refurbished commercial spaces, located in the intra-Schengen area of the airport, occupy a total area of 2,026 square meters, an increase of 32% compared to the previous space, distributed across 13 stores.

Patrón Tequila launches TR exclusive Limited Edition Collector's Gift Tin

Patrón Tequila has released a travel retail exclusive limited edition collector's tin to celebrate Mexico's artistic tradition.

The gift tin was created by Mexican artist Adrian Dominguez, who specializes in designs with ornamental and organic style. The tin, which contains a 1-liter bottle of ultra-premium Patrón Silver tequila, was inspired by Aztec and Mayan lore, and depicts a jaguar, a peacock, and an image of the Patrón Silver bottle.

"Mexico is our home. It's where Patrón was born decades ago, in the small town of Atotonilco el Alto, Jalisco, and where we still handcraft all of our tequila sold around the world. And now with this beautiful new 1-liter Mexican Heritage gift tin at travel retail, we proudly celebrate the art and culture of the country we're privileged to call home," said Lee Applbaum, Global Chief Marketing Officer at Patrón Spirits. "It's the perfect pairing of Mexican artistry."

The tin joins a group of other exclusive Patrón tins, introduced in select markets and in limited quantities over the past several years. In 2015, contemporary Mexican artist Verónica Villarreal Sada designed an Aztec-inspired keepsake tin featuring two Aztec deities, "Quetzalcóatl," the feathered serpent, and "Tonatiuh," the sun god. Other limited edition tins have celebrated Chinese New Year, and regional locales such as London, Israel, Brazil, and Australia.

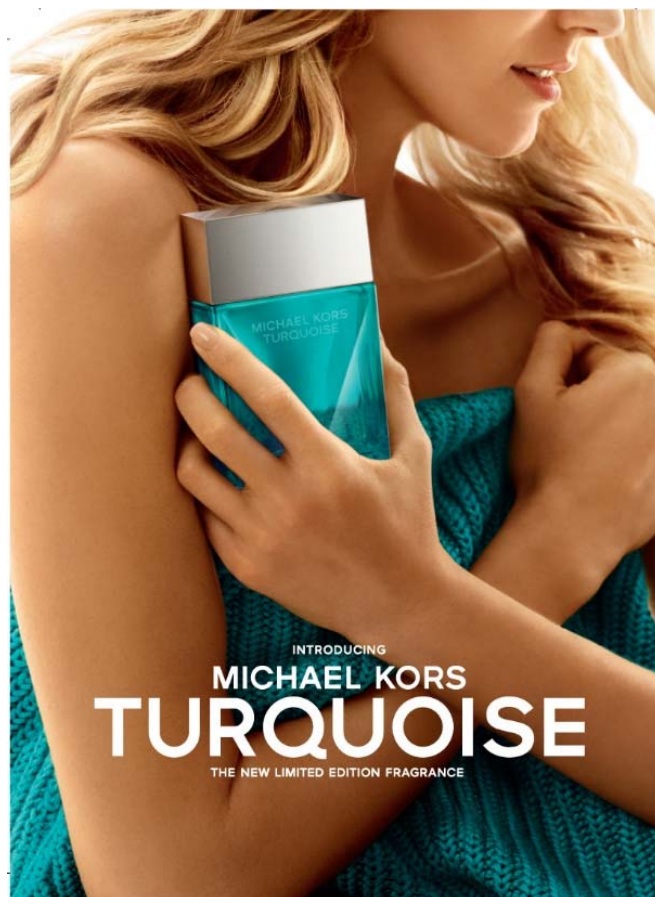


Edrington purchases WEBB's interest in EWTRA

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Wine brands, including Cupcake Vineyards, Excelsior, Ramon Bilbao, Luc Belaire and Mionetto distributed through EWTRA, return to WEBB under a new company following the buy-out between the two parties.

While June 1st marks the end of the joint venture in the travel retail market, Consuegra will continue to serve as distributor of the Edrington spirits portfolio in the Caribbean domestic market through WEBB Banks, a company recently formed in January 2017, through the merger of WEBB and Banks Channel of North Carolina.



Puig and Motta Internacional bring the 212 VIP Fun Fair animation to Tocumen International Airport

Puig and Motta Internacional partnered to deliver a major Carolina Herrera 212 VIP activation at Tocumen International Airport in Panama throughout the month of May.

Themed around a 'VIP Fun Fair' experience, this show-stopping animation focused on consumer engagement and interaction with an impactful 27-square-meter outpost designed to epitomise the fun and mischievous spirit of 212 VIP.

In a true retailtainment experience, the animation's centrepiece is an interactive 'Prize Grab' claw crane game – an iconic sight from fairgrounds around the world – where customers can test their skill and luck in attempting to capture a variety of prizes including product samples, special gifts and 212 VIP fragrances. An eye-catching merchandising unit mimics a traditional

big-wheel, further adding to the fun fair feel.

The outpost was located close to Motta Internacional's main duty free store, benefiting from high traffic and visibility.

Marco Arjona, store manager, Attenza Tocumen Airport at Motta Internacional commented: "Part of Motta Internacional's strategy is to constantly provide our customers with memorable and unexpected retail experiences. The 212 VIP Fun Fair builds on Puig's abilities to bringing a sense of theatre and excitement to their brands in the travel retail channel. This unique promotional activation has received amazing responses from travelers at Tocumen International Airport."

A chic Carolina Herrera bag was also offered as a gift-with-purchase (GWP) to drive increased sales conversion and upselling.



AIRPORT PRIVATIZATIONS

ASUR increases ownership interest from 50% to 60% in San Juan airport operator Aerostar, Canada's PSP Investments takes over other 40%

Grupo Aeroportuario del Sureste, S.A.B. de C.V., partner in Aerostar Airport Holdings, LLC and operator of the Luis Muñoz Marín International Airport in San Juan, and the Public Sector Pension Investment Board, one of Canada's largest pension investment managers, announced Tuesday their collective acquisition of a 50% interest in Aerostar Airport Holdings LLC.

They acquired the interest from funds managed by Oaktree Capital Management, L.P., representing a combined investment of \$430 million. This transaction has received all required regulatory approvals.

ASUR, already a 50% shareholder in Aerostar — which has been operating the LMM airport since February 2013 — acquired an additional 10 percent, consolidating its total interest to 60%, while PSP Investments acquired a 40% interest in Aerostar.

Following the finalizing of the acquisition, ASUR expects to consolidate Aerostar's results into its financial statements, executives said.

"We are extremely pleased to increase our participation in San Juan Airport," said Adolfo Castro Rivas, Chief Executive Officer of ASUR.

"ASUR is committed to continuing to offer world-class service to all of its customers. We look forward to working closely with AviAlliance to provide further enhancements to operations and customer service, to benefit LLM's passengers for the long term."

"This acquisition is an excellent fit with PSP Investments' long-term investment philosophy and leverages the capabilities of AviAlliance, our airport platform,"

said Patrick Charbonneau, Managing Director, Infrastructure Investments, PSP Investments.

AviAlliance acts as an airport investor, strategic manager and concession-holder and currently holds interests in five airports, which in 2016 together handled 80.2 million passengers. In addition to its holdings in San Juan, the AviAlliance portfolio includes shares in four European airports - Athens, Budapest, Düsseldorf and Hamburg.

"We look forward to complementing ASUR's expertise with that of AviAlliance, to develop a constructive and lasting partnership dedicated to delivering best-in-class operations at San Juan Airport."

"Our goal is to strengthen the operational quality and service level of the San Juan Airport, further supporting the continued economic development and potential of the San Juan area," said Holger Linkweiler, Managing Director, AviAlliance.



Blancrux aims to disrupt the travel retail cognac category

Blancrux Cognac is ready to bring something different to the travel retail cognac market, targeting the trending cocktail culture with a new exclusive brand.

Blancrux is the first spirit available from Crystalwater Brands, with the goal of creating and generating “disruptive concepts and brands,” Alberto Farinez, Crystalwater Brands director, tells *TMI*.

“We are going a little outside of the mainstream, bringing something different to the spirits market, introducing alternatives for

the consumer. We are creating competitors with a twist, starting with Blancrux Cognac,” says Farinez, who previously worked with Heinemann Americas and Chinese spirit ByeJoe.

The travel retail exclusive VS cognac is developing a particular point of difference versus its well-known competitors as it was created to target the cocktail culture.

“The goal with Blancrux is to get the consumer to experiment at home with cognac, which is one of the few spirits which is not traditionally used to make cocktails. Blancrux is a stronger 88.8 proof, because we want to mix it in cocktails. Blancrux is made from 100% Ugni Blanc grapes. The average age of the blend is three years. The minimum age to be a VS is two years,” he says.

“Blancrux is focusing on cocktails, while other cognacs are usually drunk neat in a traditional snifter.”

Farinez says Blancrux has already garnered nice success since it was launched late last year in St. Maartin and St. Thomas exclusively with Penha Duty Free.

“We are in nine doors with Penha Duty Free in the Caribbean

and it has done so well that now we are expanding. It is gaining more and more market share in the VS category and it has been only six months. It has been quite a ride.”

Tastings are key to the growing success of Blancrux, says Farinez, adding that the company has been conducting Blancrux cocktail tastings instore at Penha.

“We are tasting the Blancrux Piña Mai-Tai and the Backyard Passionfruit Mojito in the Caribbean. People are amazed because they never had a cocktail made from cognac before.”

The Caribbean was the first region where Blancrux was introduced, but the company has targeted North America next.

“We are about to expand to the Bahamas and are listed in the ferry that goes from Ft. Lauderdale to the Bahamas, Balearia Caribbean. The short term goal is to be positioned in the Caribbean, develop a footprint, and then leverage that to go to other markets,” he says.

“In Orlando we signed a contract with Haleybrooke International to be Blancrux’s agent for travel retail in the US and Canada. Through them we are

already looking at some potential new clients.”

Crystalwater is taking the long view with Blancrux and has plans to expand the range to a VSOP in the future, and eventually into other spirits categories.

“We plan to go global with Blancrux. That is why I was at the TFWA Asia Pacific Show in Singapore testing the waters. We have started with a VS cognac, but we are planning to expand the portfolio,” he says.

“The brand is already creating noise in the industry. It was awarded a bronze medal at the San Francisco Spirits Competition and a silver medal at the *Spirits Business Cognac Masters*. Once people try Blancrux in a cocktail their perception changes, and they are more open to cognac cocktails and Blancrux.”

“The idea is not only to sell the cognac, but also develop products and new brands in different niches. We might be going into rum and gin. Rum is a well-developed category but there is still a lot of growth potential and a lot of innovation to be done. But right now we are focusing 100% on Blancrux.”

Michael Pasternak



CiR's American Border stores insights reveal channel potential

New, exclusive research from Counter Intelligence Retail examines the potential for developing travel retail sales in American border stores.

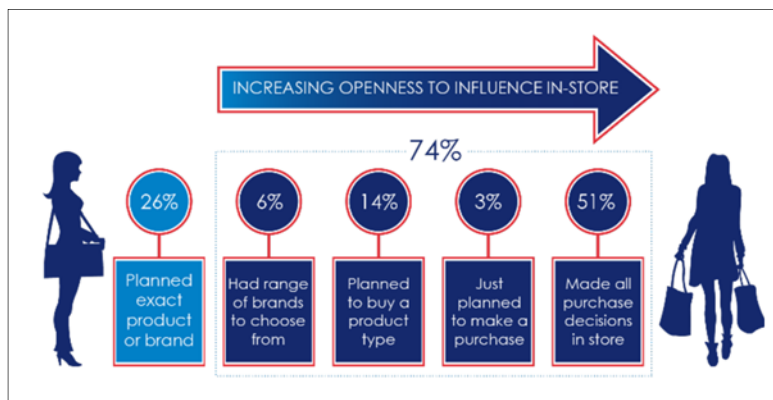
In a recently completed in-depth research study among American, Mexican and Canadian travelers transiting the key border crossing of USA:Mexico and USA:Canada, CiR highlighted key areas for growth with high levels of travel frequency, coupled with high purchasing levels at Duty Free border stores.

The travel retail analyst, research and category expert highlights increased visit planning, promoting brand familiarity and improving staff interactions as three key areas of opportunity for operators in the border stores channel to explore and grow their potential.

The outbound travel market for U.S. residents to Canada and Mexico has continued to grow in this decade, and Mexico is recorded as the top international destination, with Canada in second place, for U.S. residents. Inbound travel from those countries is also strong, says CiR.

Combined with these increased border crossings, the channel shows good potential due to the strength of the U.S. shopper, a consumer who accounted for the third largest share of global tax free shopping in 2016, behind only China and Russia [Global Blue].

CiR reports that the U.S. border stores have strong conversion



rates with an incredible 85% of visitors to the store going on to make a purchase. These are rates that airport stores aspire to, says CiR. Store visitors are also open to influence. Only 26% of visitors to these border stores have planned their product and brand purchase prior to entering the store. This leaves three quarters of shoppers that can be influenced by the store - which is where the opportunities lie, says CiR.

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CiR's American Border stores insights reveal channel potential

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Opportunities for U.S. Border stores

Commenting on three of the opportunities identified in the recent research, Garry Stasiulevicius, CiR President, says: "We've always known that border stores attract different shopping missions, and shoppers behave differently in this channel. Retailers and brands have fantastic opportunity in this channel, with shoppers more open to influence than we see elsewhere in the tax free environment. Almost half of travelers are researching the stores prior to travel, and the advancing digital market opens up new opportunities to connect with shoppers prior to them leaving their homes."

Increase visit planning

With high impulse visits, the opportunity to increase visit planning among all travelers offers increased potential to convert travelers to shoppers, and maximize a spending opportunity. However the high levels of pre-trip research provide opportunities to highlight awareness to travelers through digital and non-digital sources. Such sources include accommodation booking sites, social media and brand websites.

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* To be considered, candidates must be eligible to work in the United States. No visa sponsorships will be provided.

* To be considered, candidates must be able to work in Miami, FL. No relocation assistance will be provided.

Promote brand familiarity

Shoppers in American border stores are drawn to well-known brands, so there is a clear role for leading brands to be given a lighthouse role to draw category shoppers. One quarter of shoppers say that buying a well-known brand is a key purchase driver, and almost two-thirds go on to purchase a regular brand.

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testers, planograms, Visual
Merchandising and
communicate with
Buyers/Shop managers/ Area
Managers.

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each Heinemann category
after every ship visit.

Performing training sessions
for individual ships/crews.

Attending "Train the Trainer"
vendor seminars.

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POSITION REQUIREMENTS

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commercial or similar role in a
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languages as required by the
region

Knowledge of MS Office

Strong negotiation skills

Understanding business

dynamics and sensitive to

premium market brands

Ability to build relationships and
sensitivity to multicultural
environment

Good planning & organization
skills

Customer focused and results
oriented

Strong communication and
training skills

Ability to deal with ambiguity

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Improve staff impact

Having a proficient staff presence can influence a purchase decision within the store. Staff have the opportunity to increase levels of interaction and positively enhance the shopping experience for buyers, and increase basket spend, by fulfilling enquiries and making positive recommendations. Four in ten shoppers reported an interaction with staff, with pricing information being the key driver, but information on product range was also a driver.

For more information about this report, contact Stephen Hillam at stephenh@counterintelligenceretail.com