

## Montreal DF operators win big at 2017 FDFA Gold Standard Awards

Montreal area duty free store operators were the big winners at the Frontier Duty Free Association's Gold Standard Awards, with land border store Importations Guay Ltée and Montreal airport concessionaire ARI-North America taking home multiple awards. The event took place in Toronto on November 15 during the gala evening of the 32<sup>nd</sup> annual convention for the Canadian land border association.

**Importations Guay Ltée** was awarded the Platinum Award – Category B for best land border duty free store. IGL also won Best Marketing Award, the New Idea Award, and Outstanding Land Border Duty Free Employee Award.

For the Marketing award, IGL partnered with CAA Quebec and MTL 1642 magazines, with IGL placing full page ads in both summer editions of the magazines with an opportunity to enroll in its summer gift card giveaway contest. (Full story to come).

IGL's award for Best New Idea involved a social media awareness video campaign it developed that featured quick videos that played off of some of the main reasons people stop at the duty free shop. IGL developed three story-lines into 30-second videos with the campaign tagline, "For whatever the situation."

One of the most touching moments of the evening came when IGL employee **Paul St-Hilaire**, who has been with the company for 57 years, was presented his honor by IGL President **Pierre Guay**.

IGL considers St-Hilaire, who has worked with the company longer than the duty free store has been in existence, one of its "most cherished employees."

He began working for the Guay family when he was 12 years old and "is on call 24 hours of the day, 7

days a week, regardless of the issue," said Pierre Guay.

**AerRianta International Montreal** was the other big Montreal winner with the Best Canadian Airport Duty Free Company award.

In another very special presentation, ARI's **Jacques Dagenais** was honored with a Lifetime Achievement Award by **Jackie McDonagh**, ARI North America General Manager and **ARI CEO Jack MacGowan**, who flew in special to bestow the honor.



*Jacques Dagenais, Business Relationships Director of AerRianta International – North America, (far right) gave a few heart-felt words thanking his company and the industry upon receiving the FDFA's Lifetime Achievement Award at the Association's Gold Standards Awards dinner in Montreal earlier this month. Looking on, from left, ARI CEO Jack MacGowan, ARI-NA General Manager Jackie McDonagh, and presenter Bill Harvey, president of WFH Travel Retail, Inc.*



### BLEU

An exotic collection of artisan herbal teas.

Sustainably sourced, all natural with no artificial colors or flavors. Discover the exotic vivid steep of BLEU artisan herbal tea.



The other winners of this year's awards were:

**Osoyoos Duty Free Shop** won the Platinum Award for best land border duty free store – Category B.

**Bulova Watch Company** was named Supplier of the Year – Small Supplier and **Turkey Hill Sugarbush Ltd** won the Large Supplier award.

**Distribution Fontaine Inc.** won Distributor/Agent of the Year. Best Specialty Product - Jewelry, Watches, Handbags and Accessories was won by Bulova Watch Company for its Men's Sport Curv Watch. Best Specialty Product - Confectionery, Food and Souvenirs was Maple Leaf Bottle Company from Turkey Hill Sugarbush Ltd. Best New Fragrance/Cosmetic Product was Good Girl by Carolina Herrera, DFX Distribution/BHI. Best New Spirits/Tobacco/Beer was won by Guantanamera Cristales Cigar from Havana House Cigar & Tobacco.

*See the photo of all the winners on page 2.*



*Lauren, Pierre and Justin Guay of Importations Guay Ltée accepting the Platinum Award – Category B for best land border duty free store at the 2017 FDFA Convention Awards dinner.*

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## Jean-Michel Juin bids industry a charming adieu

One of the most charming and debonair men in the duty free business in the Americas, Jean-Michel Juin, has announced that he is officially retiring at the end of this year.

Following many years covering the beauty sector in the Americas duty free market, Juin has been overseeing Nestlé's duty free business in the Americas as Business Manager/consultant for the past 18+ years.

This hugely popular Frenchman was honored with ASUTIL's Lifetime Achievement Award in 2010.

Jean-Michel has asked that we share this note with our readership. I am sure that this is not the last we shall see of this stalwart of the industry. He can be reached at [jjuin@att.net](mailto:jjuin@att.net).

*Dear Friends,*

*During my 42 years in the Duty-free industry, I have met a lot of great people, made some great friends and mostly I have met my wonderful wife Nancy.*

*As I prepare to retire December 31<sup>st</sup>, 2017, time has come to express my appreciation for this great community we call the "International Travel Retail."*

*It has been rewarding, discouraging, stressful and challenging, but I have enjoyed every minute of it.*

*I have enjoyed every job and every position,*

*every territory, the traveling, and mostly I have enjoyed working with all of you. I sincerely appreciate the association I had with my customers, suppliers and colleagues.*

*Even though I will miss you all, the great memories will stay with me. Forever.*

*Someone said: "some days there won't be a song in your heart. Sing anyway."*

*You know me, I'll sing every day.  
Good bye,*

*Jean Michel Juin*



## Congratulations to the 2017 FDFA Gold Standard Award winners



## Unilever expands portfolio with acquisition of Sundial Brands

Unilever this week announced an agreement to acquire Sundial Brands, a New York-based personal care products company best known for its SheaMoisture and Madam C.J. Walker brands that cater to women of color.

Sundial Brands will operate as a standalone unit within Unilever. Sundial's founder, Richelieu Dennis, will continue to lead the business as CEO and Executive Chairman.

As part of the agreement, Unilever and Sundial are creating the New Voices Fund with an unprecedented initial investment of US\$50 million to empower women of color entrepreneurs. The intention is to scale the Fund to US\$100 million by attracting investments from other interested parties.

Additionally, Unilever has appointed Esi Eggleston Bracey, a seasoned executive with a strong track record of business leadership in driving cultural relevancy in brand building, as EVP & COO of Unilever North America Personal Care, effective January 1, 2018. As a part of her role, Bracey will work closely with Dennis to further accelerate the growth, purpose-driven mission and consumer connectivity of Sundial Brands.

Sundial's 2017 turnover is expected to be approximately US\$240 million.

Terms of the transaction were not disclosed. Subject to regulatory approval, the transaction is expected to close in quarter one 2018.



## Appleton brings taste of Jamaica to JFK Terminal 5



### IWSC names Flor de Caña the #1 rum producer in the world

Flor de Caña, the premium rum brand from Nicaragua, was named Global Rum Producer of the Year by the International Wine and Spirit Competition (IWSC) in London. The IWSC is the most respected organization focused on awarding excellence to spirits worldwide, with over 400 global experts judging products from more than 90 countries.

This distinction, the highest within the global spirits industry, is the most powerful endorsement of Flor de Caña's quality and excellence, says the company spokespeople. Flor de Caña, a 5<sup>th</sup> generation single family estate rum, is naturally aged without sugar, additives or artificial ingredients, enriched by an active volcano and distilled with 100% renewable energy.

#### About Flor de Caña Rum

Flor de Caña is Nicaragua's #1 exported brand, and is available in more than 40 countries worldwide. It is also one of the fastest growing premium rum brands in the United States. Flor de Caña is manufactured and distributed by Compañía Licorera de Nicaragua, S.A. (CLNSA).



Gruppo Campari is running a major activity for Appleton Estate rum with International Shoppes at New York JFK Airport's Terminal 5 (JetBlue). The event highlights the close link between Appleton and the theme of world travel.

Shoppers are welcomed to a 'cargo station' where they receive a brand-stamped souvenir 'customs clearance form' that shares key facts on the creation of Appleton Estate rums. The form invites them to visit the tasting bar to sample the Appleton Estate Jamaican Mule. The lounge bar is designed to be a typical Jamaican Cockpit Country bar, and features a production guide and tasting map integrated into the table-tops.

The bar also offers guided tastings of other rums across the Appleton portfolio, including Appleton Estate Signature Blend (a blend of 21 different aged rums), Appleton Reserve Blend (a blend of 15 different aged and rare stocks), Appleton Rare Blend 12 Years (Minimum aged 12 years) and Appleton Estate 21 Year Old (minimum aged 21 years).

"This campaign expresses the unique strength of Appleton Estate to drive the category through our comprehensive and versatile premium golden rum portfolio," says Gruppo Campari Global Travel Retail Marketing Director Charles Roulet.

"This new activation at JFK is a great way to share the Appleton

Estate story; passengers have responded enthusiastically and it draws a smile from everyone who sees it! More seriously, it's designed to be a powerful driver of what we perceive as an under-developed category. In particular, the production process focuses on guaranteed minimum aged liquid to deliver a higher level of quality, thus enhancing the credibility, consistency and appeal of the whole rum category."

Roulet adds that the JFK activation is the latest expression of the brand core global promotional theme of a 'Special Delivery from the heart of Jamaica,' which characterizes the Appleton Estate experience as an irresistible taste of Jamaican paradise wherever you travel.

"Each activation delivers a unique customer experience, further highlighting how original activities that surprise and delight the shopper can drive greater engagement and sales growth for the category," he says.

International Shoppes Vice President Scott Halpern, adds: "Terminal 5 offers a state of the art passenger experience and it's important that we offer passengers exciting and original brand presentations.

"We are delighted to host this colorful promotion by Appleton Estate, giving travelers an energetic, entertaining and memorable taste of Jamaica."



## An Absolut Adventure pops-up in Las Vegas



Pernod Ricard Travel Retail created an exciting Absolut Adventure pop-up at the beginning of November at Las Vegas International Airport that featured interactive elements and drove passengers to the nearby Dufry duty free store.

The Absolut pop-up featured a photo booth, tastings, and a special Absolut promotional price.

"The pop-up encouraged passengers to share their Las Vegas adventure with Absolut with our photo booth. The activation included a photo experience via a photo booth with social media access under #AbsolutAdventure. Travelers could capture their Absolut moments to share with their networks," Andre Pranckevicius, Pernod Ricard Travel Retail Americas Marketing Activation Manager told *TMI*.

"In addition, a world map fea-

tured Absolut magnets to capture their trip. Travelers could also sample Absolut Mule and Absolut & Soda cocktails. Each of the cocktails requiring only two ingredients, making them fun and easy for consumers to learn and recreate."

Passengers who made a social media post could win an Absolut magnet and those who purchased two Absolut bottles could win an Absolut t-shirt. The activation also included a special Buy 2 Absolut bottles for \$35 at the Dufry store.

"Through the campaign, we aimed to connect with travelers by delivering easy to make cocktails and a chance to capture their Las Vegas experience before leaving or when arriving to Sin City," says Pranckevicius.

Pernod Ricard previously ran this pop-up activation at Miami International Airport.



## Buckley London expands in the Americas with 1<sup>st</sup> stand-alone store in Asunción

UK fashion jewelry designer Buckley London has expanded its presence in the Americas region with a new retail partnership in Paraguay with major distributor, Trovari S.A.

Trovari S.A. has been operating in the Paraguayan market for more than 30 years and boasts over 30 exclusive locations, showcasing a host of international brands.

The first stand-alone Buckley London store in Paraguay was opened in September in Shopping Del Sol, a shopping center in Paraguay's capital city, Asunción. Shopping Del Sol is one of the most visited shopping destinations in Asunción and is home to many premium fashion and jewelry brands.

The store reported extremely strong sales in the opening week, an impressive result considering that Buckley London was previously an unknown brand in this region.

Trovari plans to open Buckley London stores in 2 more locations within the next 6-9 months and is working to further promote brand awareness in the South America territory via its social media channels as well as in store promotions.

Amy Donlon, Head of Sales at Buckley London, said:

"We are thrilled to have the

opportunity to further expand our global presence with the exciting launch in Shopping Del Sol. The partnership of Buckley London with Trovari S.A. allows us to showcase our designs in a premium retail location in the region.

"The South American market has great potential with fashion conscious customers looking for brands with innovative design, quality and value for money. Early sales figures already indicate a positive reaction in the market. Through engaging sales campaigns and supporting marketing materials, we look forward to building a long and successful partnership.

Christian Trovato, Owner, Trovari S.A. commented: "We are delighted to represent Buckley London in Paraguay in the exclusive Shopping del Sol. The Paraguayan public has responded with great enthusiasm and the brand has won over the Paraguayan woman with its designs and sparkle. We look forward to further developing the brand in the region and anticipate a very successful future."

Buckley London is represented in travel retail in the Americas through Katherine Sleipnes' International Brand Builders, Inc.





1947 - 2017



### Breitling Caribbean

Has immediate opening for the following position

#### Marketing Coordinator:

##### Responsibilities Include

- \*Process Co-op submissions, invoices and coordinate end of year reports.
- \*Update daily advertising budgets.
- \*Facilitate in-store visual/transparency merchandising requests from POS in keeping with corporate guidelines.
- \*Order creative for print media and approve tag lines.
- \*Fulfill outdoor creative needs
- \*Coordinate media agency requests
- \*Liaise closely with marketing director on other marketing initiatives and events as needed.

##### **Position Requirements:**

- \*Full Time, Miami based office-local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional MS office skills.
- \*English a must, Spanish and other foreign languages a plus.
- \*Outstanding organizational, communication and presentation skills.
- \*Strong attention to detail.

Please send resumes to  
[Heidi.dettinger@breitling.bs](mailto:Heidi.dettinger@breitling.bs)



#### Executive Assistant to the President BREITLING Caribbean

##### **Specific responsibilities include but are not limited to:**

- \*Type letters, reports, e mails from electronic Dictaphone. \*Reformat documents drafted by executives and send out.
- \*Work multiple priority activities that require considerable coordination and follow through to meet deadlines and requests. \*Maintains President's highly active calendar by setting, monitoring, and confirming appointments; reminding President of schedules; preparing visitors material reports and developing itineraries-travel plans.
- \*Work independently and/or within a team on special projects as assigned.
- \*Liaise with clients/partners.
- \*Utilizes knowledge of company culture, operations, policies, procedures in performing duties with minimal direction/supervision.
- \*Keeps copious notes at all meetings, attends meetings president is unable to attend. Manages and orders office supplies.

##### **Position Requirements:**

- \*Full Time, Miami based office local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional MS office skills. \*Proactive.
- \*Strong attention to detail.
- \*Excellent interpersonal skills.

Please send resumes to  
[info@breitling.bs](mailto:info@breitling.bs)



#### Sell-In Sell-Out Analyst for the Miami Office of BREITLING Caribbean

Using proprietary analysis and reporting tools, position will monitor and access performance and support management decision making.

##### **Specific responsibilities include but are not limited to:**

- \*Extracting and interpreting data.
- \*Updating and running statistical models, tracking results against forecasts, and fine-tuning future Forecasting.
- \*Creating budget modeling through sales analysis, interpretation of future forecasting variables.
- \*Build reporting structures on SKU, category and whole business performance.

\*Prepare key weekly, monthly and quarterly reports via PowerPoint presentations, conference call and or meetings.

##### **Other functions:**

- \*Developing databases, data collection systems, and other strategies for statistical efficiency.
- \*Research, evaluate, and implement new analytic techniques or technologies. \*Providing support and training to other analytics staff.
- \*Analyze customer sales databases, tabulating sales reports for contest results.

##### **Position Requirements:**

- \*Full Time, Miami based office local candidates.
- \*Minimum 3 years of relevant professional experience.
- \*Exceptional analytical and MS office skills.
- \*Strong attention to detail.

Please send resumes to  
[info@breitling.bs](mailto:info@breitling.bs)



**\*NEW\***

**CLARINS GROUPE**  
has an opening for an  
**East Coast Sales Coordinator**

The ideal candidate is highly organized, dynamic, self-motivated and with strong sales, analytical and managerial skills.

Responsible to develop the sellout in his/her territory, Beauty Advisor management, implementation of merchandising, stock level follow-up, retail sales analysis, and promotion set-up among others.

Ability to travel 50%. Proficient in MS Office. Education: Bachelor's degree Experience: Minimum 1 year experience in a commercial or similar role.

Experience in Luxury Company within TR is a plus.

Please send resumes to:  
Deborah Seckler  
[Deborah.Seckler-Tarac@clarins.com](mailto:Deborah.Seckler-Tarac@clarins.com)

### **ESSENCE CORP.**

has an immediate opening for a **Market Coordinator**.

This position provides daily support in the department by ensuring high levels of communication and performance with internal and external customers.

The ideal candidate must be fluent in English & Spanish with an advanced level of Excel skills. Highly proficient in the ability to complete Sales Analysis and Forecasting Reports.

Responsibilities include but are not limited to key administrative tasks, order processing and customer support. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very fast paced environment.

Please email your resume to  
[musallan@essence-corp.com](mailto:musallan@essence-corp.com)

### **Beauty Industry Account Executive Needed**

#### **Michel Germain Parfums Ltd.**

an award winning, leading Canadian creator and manufacturer of prestige fragrances, with customers throughout North America, seeks a dynamic proactive sales professional to manage our

#### **Duty Free Business in Canada and the Caribbean** as well as independent retailers in Canada and the USA.

You must have prior beauty industry experience, be able to work independently, driving growth with our customers. Ideally you will have at least 10 years of sales experience in the beauty industry, with a proven track record of sales growth and excellent account management.

Canadian residency is not required.

Please submit your resume to [ecook@michelgermain.com](mailto:ecook@michelgermain.com) please ensure the subject of your email is "career opportunity"

## EMPLOYMENT OPPORTUNITIES



Management and marketing company for Wines, Spirits and Consumer Health Care, Stansfeld Scott is seeking an energetic and resourceful **Caribbean Area Manager**, based in Florida or the Caribbean, to represent a portfolio of internationally recognized brands across the Caribbean.

The successful candidate will work closely with regional distributors to inspire and motivate their teams to grow market share and sales.

Apply today to join our winning team by sending your resume to: [opportunity@stansfeldscott.com](mailto:opportunity@stansfeldscott.com)

### ACTIUM

Has immediate openings for the following positions based in Miami:

#### Area Manager Caribbean & Central America (Beverages Division)

Manage relationships with existing clients and prospect for new ones in assigned region in both domestic and travel retail markets. This role will require the candidate to **drive sales**, design and monitor the implementation of marketing plans, train sales force of all clients and act as an interface between the brand and the clients and ensure seamless flow of information.

#### Requirements

- 3 years of relevant professional experience
- Travel 25% minimum
- English and Spanish (French is a plus)
- Excellent communication and presentation skills
  - Results oriented
  - MS office skills

Please send your CV to:  
[Dflores@actium.us](mailto:Dflores@actium.us)

### ALTIMETRE GROUP

has an immediate opening for an:

#### Account Coordinator Caribbean Territory

##### Description

Sales development and customer support (merchandising, training, promotion) for the beauty market in the Caribbean. Current activities are for a prestigious, imported Baby/maternity beauty and hygiene brand. Additional beauty brands in the future.

##### Requirements

- Must be able to open accounts and negotiate best sell-in conditions in stores.
- Retail knowledge to organize sell-out promotions and Actions at points of sale. Channels include pharmacies, drug stores, perfumeries, hotels.
- 3+ years retail sales experience in health/cosmetics, and/or knowledge of the territory required.
- Ability to work independently, prioritize and handle multiple deadlines.
- Excellent organization and attention to detail. · Must be able to travel at least 50% of the time.
- Fluent English; Dutch and Spanish a plus. · Can be a multi-company freelance sales rep.

Please email your resume to [adv@altimetregroup.com](mailto:adv@altimetregroup.com)



**Heinemann**  
Americas, Inc.

has an opening for a **Marketing Manager** based in Miami.

The position covers the development and coordination of internal and external advertising and communication campaigns for the Heinemann Retail Brand on Cruise ships (and other areas of the business); Provide customer attraction and satisfaction to support sales targets; Liaison between the global marketing department, product management, sales teams and operations manager to ensure achievement of sales and budget objectives.

#### Duties of the job:

Coordinate production of advertising campaigns; develop a customer engagement portfolio; prepare and execute marketing objectives and policies; develop planning tools and calendars; oversee development of visual merchandising concepts; visit sales teams onboard cruise ships; source and manage a full service marketing agency, etc.

#### Interfaces to the following departments:

HQ- Global Marketing team in Hamburg; HAI- Sales, Purchase and Logistics Departments; Cruise Ship- Operations Manager, Sales Staff

#### Qualifications and minimum requirements:

Bachelor's degree in Marketing/Communications At least five years of relevant industry experience. Cruise retail a plus Excellent communication skills Capability in dealing with complexity in a multinational environment Analytical skills to forecast and identify trends and challenges.

Please send resume to [info@heinemann-americas.com](mailto:info@heinemann-americas.com)



**Heinemann**  
Americas, Inc.

Has an immediate opening for a Category Sales Manager for Liquor, Tobacco and Confectionery

#### Tasks: Category Management

Create customer price lists, manage category space responsibilities; track and measure sales results, secure category information for the region, PAX, channel, or other market research; work in conjunction with Purchasing to develop vendor supported promotional programs and other items; verify all forecasts maintained in the replenishment system.

#### Sales Coordination

Create new product offers & catalogues, communicate assortment updates; create & maintain assortment files; coordinate information entered in SAP; maintain promotional calendar and create monthly presentations for customers; issue customer credit and debit notes. Additional responsibilities may apply.

#### Position Requirements

Full Time, HQ based position (Coral Gables); graduate degree (college). English a must, Spanish and other foreign languages a plus.

Please send resume to [info@heinemann-americas.com](mailto:info@heinemann-americas.com)