

## International Shoppes awarded retail concessions at Hawaii's Honolulu and Kahului airports

The Hawaii Department of Transportation (HDOT) has selected New York-based International Shoppes (iShoppes) to operate the specialty retail and duty free concessions at Honolulu's Daniel K. Inouye International Airport (HNL) and Kahului Airport (OGG), the main airport in Maui.

In January, incumbent concessionaire DFS (formerly Duty Free Shoppers) had announced that it was exiting the Hawaii market "after 63 remarkable years."

Under a 10-year contract, iShoppes, along with business partner Ben Crump Enterprises, will take over the shops that are currently operated by DFS Hawaii at both HNL and OGG.

The iShoppes contract becomes effective on April 1. International Shoppes will also open two new spaces in the Mauka Concourse of Terminal 1 at HNL that will offer specialty retail.

TMI had the opportunity to speak with iShoppes co-CEOs Scott Halpern and Matthew Greenbaum about the new concession contracts.

"With this contract, iShoppes is now officially across the entire United States of America, from sea to sea," quipped Halpern. International Shoppes, which will celebrate its 75<sup>th</sup> anniversary this year, operates duty free and

specialty retail stores in New York's JFK International Airport, Washington, D.C.'s Dulles International Airport, Baltimore's Thurgood Marshall Airport, Hartford's Bradley International Airport and Houston's George Bush Intercontinental Airport.

"It is a very large project, covering about 29 stores between the two airports," added Greenbaum. "There are seven stores in Maui and more than 20 in Honolulu. Maui is specialty retail because it does not have international service. But Honolulu is specialty retail and duty free."

The iShoppes executives are particularly excited about the potential of the new concessions, and the strong community heritage that surrounds the operation.

"DFS has done a fantastic job over their 60-plus years of operating in Hawaii. They are a household name here. Our goal is to take that legacy and the baton that they're passing to us and really become a part of the community," comments Halpern.

"That's important for us anywhere that we go, but it's especially important in Hawaii. Everywhere we go here, people we meet tell us 'my cousin worked there; I worked there; my very first job out of high school is there.' DFS is an institution, and our goal is to become that same institution."



*International Shoppes' Instagram page with its Hawaii news.*

International Shoppes intends to renovate the existing DFS spaces and will remain open for business while it finalizes its renovation and construction plans.

"Our goal is to ramp up operations and make sure that the team that's in the fields knows that we're investing in the property," adds Greenbaum.

"We'll be assuming the operation April 1. On April 2, we will start to figure out which stores we touch first and go through a process of renovating and making the proper changes to benefit the customer experience," says Halpern.

### Creating a Hawaii Sense of Place

In addition to national and international brands, iShoppes plans to showcase products from across the state of Hawaii, which will provide opportunities for local businesses and artisans to reach new customers and gain international exposure.

"There's a tremendous local craft community in Hawaii. A vast majority of the products are sold by local businesses. We will continue that spirit of carrying local products and giving local businesses an opportunity to showcase themselves to the world," says Halpern.

The Hawaii airport stores will also carry a full assortment of beauty, liquor, tobacco and confection assortments, which will be

facilitated from iShoppes operation in Valley Stream, New York.

"We've gotten overwhelming support from the industry on this project since it was announced," said Greenbaum and Halpern. "And the Hawaiian Department of Transportation has really welcomed us with open arms and made us feel extremely welcomed. As a business coming in, we're very grateful for the opportunity they've given us, and the partnership that we have formed in such a short period."

"This new partnership with International Shoppes will bring an elevated retail experience to the Daniel K. Inouye International Airport and Kahului Airport," said Hawaii Department of Transportation Director Ed Sniffen. "We welcome International Shoppes' investments in our state and appreciate its commitment to support island businesses and artisans by featuring Hawaii products and crafts alongside premium international brands."

"International Shoppes has spent generations building airport retail programs rooted in integrity, partnership, and long-term sustainability for all stakeholders," concluded Greenbaum. "We are honored to work alongside HDOT at HNL and OGG as we build upon DFS's remarkable legacy and invest in a future that celebrates Hawaii, its people and its culture."

"This is a rare opportunity to be a long-term steward of two of the most important gateways in Hawaii," added Halpern. "We're committed to investing in the airports, the local business community and the teams on the ground. Our vision is to make HNL and OGG a reflection of the islands' creativity, craftsmanship and welcoming spirit not just for the airport authority, but for the team that works in the field and most importantly, for the customers traveling through every day."



*International Shoppes co-CEOs Scott Halpern and Matthew Greenbaum in Hawaii.*



## Giromondo continues regional expansion with new Dôme store at ZOFRI Mall in Iquique, Chile



Following the successful unveiling of its Dôme duty free store at **Maiquetía International Airport** in Venezuela, Giromondo is set to continue its regional growth with the opening of a new Dôme store at **ZOFRI Mall**, located in **Iquique**. The new store is scheduled to open in Q2 2026 and represents another key milestone in the company's long-term expansion across strategic travel retail and duty free destinations in Latin America.

The Iquique opening builds on the momentum generated by Giromondo's Caracas launch in June 2025, reinforcing the group's commitment to developing innovative retail concepts in high-potential markets and free-trade zones.

"Our expansion into ZOFRI Mall is a natural next step in Giromondo's evolution," says Ricard Guasch, owner of Giromondo. "After the success of Dôme in Venezuela, we are continuing to invest in locations that combine international traffic, strong commercial ecosystems, and long-term growth fundamentals."

### A strategic platform in northern Chile

ZOFRI Mall is one of South America's most established free-trade zones, serving both domestic and cross-border shoppers from Chile, Peru, Bolivia, and beyond. The new Dôme store will introduce to northern Chile Giromondo's signature retail concept, which blends contemporary store design with a carefully curated assortment of premium international brands.

As with the Caracas opening, the focus will be on delivering a high-quality shopping experience aligned with international travel retail standards, while adapting the offer to local market dynamics and customer profiles.

"Our vision with Dôme is consistent across markets," Guasch explains. "We aim to create spaces that are modern, welcoming, and commercially strong -- stores that feel international in execution, yet deeply connected to the realities of each location in which we operate."

### Continuity of vision and confidence in the region

The ZOFRI opening underscores Giromondo's confidence in Latin America as a region of opportunity for travel retail and duty free growth. Following years of volatility across different markets, the company continues to take a long-term view, investing in infrastructure, partnerships, and brand development.

"With each new opening, we are reinforcing our belief in the region's resilience and potential," Guasch adds. "From Venezuela to Chile, our strategy is to grow responsibly, build strong local teams, and establish Dôme as a recognizable and trusted retail brand across Latin America."

### Building on momentum

The Dôme store at Maiquetía International Airport marked a defining moment for Giromondo, showcasing an innovative retail concept designed to elevate the passenger experience. The upcoming Iquique store will build on that foundation, further strengthening Giromondo's footprint in key duty free and free-zone environments.

"We extend our sincere thanks to our partners, suppliers, designers, operational teams, and local authorities for their continued support," concludes Ricard Guasch. "The opening at ZOFRI Mall is not just a new store—it is part of a broader journey as we continue to expand Dôme across the region."



## Duty Free Americas Charity Golf event raises \$1 Million for Dolphins Cancer Challenge/Sylvester Cancer Research

Duty Free Americas (DFA) welcomed hundreds of members of the global travel retail community to its 11th Annual 2026 Charity Golf Tournament on February 5<sup>th</sup> in Miami, where in partnership with the Miami Dolphins Foundation, the event raised \$1 million in support of the Dolphins Cancer Challenge (DCC) and innovative cancer research at Sylvester Comprehensive Cancer Center.

The 2026 tournament introduced new experiential elements, including branded bars by Moët Hennessy and Pernod Ricard, curated photo moments, and an energetic program hosted by MC Dale McLean. Duty Free Americas shared its future vision, highlighting upcoming projects and new initiatives, and the Miami Dolphins amplified the impact by matching all funds raised, dollar for dollar.

Jerome Falic, CEO of Duty Free Americas and Principal of the Falic Family Foundation, said: "The continued support of the global travel retail community is truly inspiring and this year we were able to raise \$1 million collectively to support life-saving cancer research. A long-term partner of Duty Free Americas, the Dolphins Cancer Challenge is on track to surpass \$100 million in total funds raised, a truly remarkable milestone that will make a real difference in the fight against cancer. We are deeply grateful to everyone involved."

Founded in 2010, the Dolphins Cancer Challenge (DCC) is the Miami Dolphins Foundation's flagship health initiative and the largest fundraising event in the NFL. This year, the DCC is on track to surpass \$100 million in total funds raised, supporting innovative cancer research at Sylvester Comprehensive Cancer Center. Through a partnership with Duty Free Americas and the Falic Family Foundation, a \$1 million commitment has been made to advance life-saving cancer research.



## Visitor registration opens for the TFWA Asia Pacific Exhibition & Conference 2026; TFWA announces program highlights

Visitor registration is now open for the 2026 TFWA Asia Pacific Exhibition & Conference, taking place in **Singapore** from **May 10-14**.

The 2026 event will present an evolved exhibition layout, organized around category-focused **Worlds** -- World of Beauty, World of Fashion & Accessories, World of Wines & Spirits, World of Confectionery & Fine Food, World of Innovation, Launchpads and Taste of the World.

This layout has been designed to support intuitive navigation, brand visibility and high-quality interaction between exhibitors, buyers and partners, says TFWA. Clearer zoning across levels will be complemented by central meeting hubs serving as natural points of connection throughout the event.

To date, TFWA reports that **160 exhibitors have confirmed their participation**, including L'Oréal, SK-II, Estée Lauder, Shiseido, Lacoste, Miki House, Paul & Shark, Skechers, Travel Blue, LEGO, Thélios, EssilorLuxottica, Brown-Forman, Suntory, Moutai, Lindt, Mondelez, Nestlé, Mars and Swarovski, with more expected.

### Conference & Workshop Program

The TFWA Asia Pacific Conference will open with an address by **TFWA President Sarah Branquinho**, followed by contributions from **Sunil Tuli**, President of APTRA, on Asia Pacific priorities and advocacy; **Kishore Mahbubani**, on Asia's ascent and the shifting forces shaping its growth; **Professor Hyunjin Kim** (INSEAD), on building future businesses through innovation and strategy and **Chef Akira Back**, on creating unforgettable travel experiences through culinary creativity and connection.

The conference will be moderated by author, venture capitalist and former AirAsia X CEO, **Azran Osman-Rani** and TFWA Conference Director **Michele Miranda**.

A focused workshop program will take place in the **World of Innovation Agora**, offering additional insight into leadership, innovation and key regional markets.

On Tuesday, May 12, the *AP Travel Retail Pulse: A Health Check and the Innovation Imperative* will take place from 10-11 am; and the *TFWA C-Suite: The Innovators' Agenda*, will be held at 3-4 pm.

On Wednesday, May 13, two TFWA Market Watch sessions will be held; one on China from 10-11 am; and another on India from 3-4 pm.

### World of Innovation

TFWA Asia Pacific Exhibition & Conference 2026 will also debut the *World of Innovation*, a dedicated platform for spotlighting technology, future retail concepts and breakthrough solutions shaping the next era of travel retail. Set within an amphitheatre-style environment, the space will host talks, workshops, start-up pitches and exclusive product reveals.

### Taste of the World

The new gastronomy-led destination located in Basement 2, *Taste of the World* will celebrate global food, beverage culture, and hybrid retailing through a high-energy, experience-driven format. The space will feature live demonstrations and show cooking, immersive brand activations, beverage-led concepts and premium hospitality, with full integration of the TFWA Asia Pacific Lounge to create a central point of engagement throughout the week.

### Launchpads

Complementing this, Launchpads will provide a new platform for emerging and niche perfume and cosmetic brands not yet present in travel retail, with the objective of connecting them directly with industry decision-makers.

### Networking Highlights

TFWA will offer a curated program of networking experiences, hosted across some of Singapore's most recognized venues:

**The Welcome Cocktail**, 'Aura', will take place at the Flower Dome at Gardens by the Bay on Sunday evening.

**TFWA Asia Pacific Lounge**, integrated within Taste of the World, offering additional opportunities for networking throughout the event on Monday and Tuesday evening.

**The Closing Event** will take place on Wednesday evening at Alkaff Mansion, featuring a *Speakeasy Chic* theme with a dress code of timeless suits and elegant dresses.

### Sponsors & Partners

**Changi Airport Group** is the Official Host of this year's TFWA Asia Pacific Conference, supported by the City of Singapore and the Singapore Exhibition & Convention Bureau, with **Avolta** serving as the Conference's Platinum Sponsor. **Mondelez** International will sponsor the Welcome Coffee, **Lindt** the Networking Coffee, and **SKROSS** will provide charging stations for delegates. The TFWA Asia Pacific Lounge will be sponsored by **Artisanal Gin Crafter's** and **Siberian Express Vodka**.

"The Asia Pacific Exhibition & Conference 2026 will again bring the travel retail community together in a region constantly evolving and shaping the future of our industry. With an impressive mix of global and regional brands and key retailers confirmed to date, the event promises unparalleled opportunities for discovery and deal-making. Alongside a strong conference program and high-level speakers, the week will feature workshops and networking moments designed to foster insight, exchange and new opportunities. We look forward to welcoming delegates for a week of business and connection," says **Sarah Branquinho**, President, TFWA.

### Duty Free World Council Academy: 15,000 students have completed Travel Retail courses

The Duty Free World Council Academy reports that nearly 15,000 students have completed responsible training courses to date, including 3,091 enrollments in 2025.

Founded in 2019 as part of the Duty Free World Council, the Academy aims to raise industry standards by offering responsible retail online training focused on key selling skills. Courses include a scholarship program and certified options in major categories, delivered via ACI World Training's Online Learning Centre.

Since the Academy relaunched their courses in 2022, nearly **15,000 students** from various levels have participated, including Advisory Board members who provide feedback by completing courses.

The Academy has also expanded course offerings, introducing updated content and a new category in Responsible Retailing of Tobacco and Smoke-free Alternatives in 2025. Support from industry figures and forums has grown, with interest from Gen Z industry professionals expected to rise through 2026.

Key retailers such as Avolta, 3Sixty Duty Free, Dubai Duty Free, Qatar Duty Free, and Harding+ have enrolled staff, and recently, Qatar Duty Free completed training for over 50 team members, all of whom earned certificates.

"I'm delighted with the Academy's ongoing progress in new course development and improvement, as well as the renewed focus on quality training. It's good to see retailers, brands, and agencies prioritising industry-leading team training," commented Duty Free World Council President Sarah Branquinho.

**For further course details visit:**  
<https://www.dfwc.academy/certify-ate-course-in-duty-free-and-travel-retail/>

## The Hershey Company's 'Take the Taste With You' platform drives performance gains across world travel retail

The Hershey Company, which introduced a new visual identity at the 2025 TFWA World Exhibition & Conference in Cannes, is translating its new 'Take the Taste With You' platform into measurable in-market performance. The company reports that early activations across key airport hubs are driving stronger shopper engagement and improved sell-out.

Hershey says that the new campaign marks a pivotal step in the brand's commitment to delivering joyful, emotionally resonant travel experiences through confectionery. Centered around a 'Take the Taste With You' call to action, the message reflects the company's sharpened strategy to connect with young shoppers through moments of indulgence, gifting, and delight.

In travel retail, The Hershey Company is applying the platform to address the realities of the channel's fast-paced retail environment where visibility, immediacy, and relevance are critical to conversion.

Ahmad Nasser, General Manager Middle East and Africa, and World Travel Retail, commented: "Travel retail demands brand platforms that can operate at scale while remaining effective in highly compressed shopping environments.

'Take the Taste With You' was developed to provide that balance, enabling consistent global expression alongside locally relevant execution. The early performance we are seeing across markets indicates that this approach is resonating with both travelers and retail partners, giving us confidence as we continue to build and extend the platform across world travel retail."

### A single platform performing across diverse markets

Permanent visibility fixtures are now live at Singapore Changi Airport and Kuala Lumpur International Airport, with further installations underway in Mumbai, Delhi, and Doha.



The Hershey Company unveiled its new visual identity in Cannes last October.

In the Americas, the company has launched updated visibility at Los Angeles International Airport and will debut a refreshed presence at the new 3Sixty store in Orlando Airport.

While the platform provides a consistent global brand framework, its application varies by market, with engagement mechanics adapted to local shopper behavior and retail context. Across markets, the platform is applied through varied engagement formats shaped by factors such as dwell time, store layout and journey stage, allowing flexibility.

### Prioritizing immersive visibility and digital amplification

Early activations of the platform are primarily focused on immersive displays and digital touchpoints, reflecting The Hershey Company's operational priority to modernize the brand in-store while strengthening consistency across the *Hershey's*, *Reese's* and *Kisses* portfolios.

Digital touchpoints include branded content delivered via in-store digital screens, supported by retailer-owned digital platforms and social media activation.

Digital screens are live in locations including London, Madrid, and the Caribbean, with additional activations in Madrid and the Caribbean delivered through the Club Avolta app and

supported on social media platforms such as Facebook and Instagram. High-impact visual updates are being deployed across permanent and semi-permanent fixtures to elevate visibility and reinforce brand recognition in travel retail, allowing the brand to connect with travelers both in-store and beyond the shop floor.

### Early signals point to stronger engagement and sell-out

Hershey reports that the initial feedback from travelers and retail partners has been positive and indicates that activations incorporating interactive or sensory elements are delivering tangible performance benefits.

In Paris, the introduction of sampling helped increase sell-out during the activation period by 119% between July and August. In Abu Dhabi, a gamified engagement element inspired by Connect 4, delivered a 70+% increase in sell-

out compared to the previous year. Retail partners have also highlighted improvements in shopper interaction, particularly where activations invite active participation. Vibrant colors and travel-related creative cues also gave the activations more cohesive presence and increased visibility at the point of sale.

Seasonal visual updates, including executions for Chinese New Year and Christmas, have further reinforced relevance during key gifting periods, earning strong praise for shopper appeal and engagement. Together, these early results reinforce the value of engagement-led mechanics and the effectiveness of traveler-focused retail design in driving conversion across different travel retail environments.

### Looking ahead to 2026

Building on this momentum, The Hershey Company will continue to evolve the platform in 2026 through a pipeline of high-visibility and experience-led activations.

Planned highlights include a new Departure Gate activation at Mumbai Airport, scheduled to launch later this month, as well as an AR Treasure Hunt experiential activation in partnership with Avolta at Athens and Guarulhos Airports in the second half of the year. Further modernization of visibility and digital engagement is also planned across airports in the Americas.



Hershey's 'Take the Taste With You' installation in Kuala Lumpur International Airport.

## Nestlé ITR targets untapped confectionery growth opportunity in the Americas

Nestlé International Travel Retail (NITR) is strengthening its focus on the Americas, identifying untapped opportunities in the region for long-term confectionery growth in global travel retail.

While footfall and conversion in the Americas currently lag other regions, NITR sees the rising demand for experience-led retail, shifting traveler demographics and the growing influence of Gen Z creating the right conditions for renewed category momentum in the region.

“For us, the Americas has some untapped potential,” said Frédéric Porchet, General Manager, NITR. “Lower penetration today only reinforces the opportunity ahead - especially as younger travelers look for brands and experiences that matter.”

Gen Z travelers are reshaping the retail landscape with their digital mindset and appetite for immersive experiences. NITR believes this shift positions the Americas for a step change in how confectionery engages and converts shoppers.

NITR will outline its plans to accelerate growth with its retailer partners at the 2026 IAADFS Summit of the Americas,

industry-wide ambition to drive 50% confectionery category growth by 2030, tailored to the local dynamics of each region.

The framework calls for NITR to: Attract through visibility and experiential activation; Convert with strong gifting, impulse and exclusivity cues; and Thrive via innovation, responsible sourcing and powerful global brands.

### Bringing strategy to life

At the Summit of the Americas, NITR will showcase innovation that connects with today’s travelers. Leading the agenda is KitKat, supported by its global partnership with Formula 1, creating a dynamic platform

to reach younger, experience-driven shoppers.

NITR will also spotlight collectible F1 KITKAT Cars, the unique range of KitKat Japan, its refreshed Nestlé Chocolate lineup featuring Swiss Expertise and premium gifting, as well as the new bold flavors “beyond mint” of After Eight. All designed to appeal to modern tastes.

Recent executions, including new multi-brand confectionery zones created with Avolta at São Paulo International Airport, demonstrate how NITR’s strategy translates into engaging in-store experiences that drive visibility and conversion.

“This is only the beginning,” Porchet added. “With the right brands, innovation and partnerships, the Americas can play a central role in unlocking the next chapter of category growth.”



*NITR will spotlight collectible F1 KITKAT Cars at the Summit of the Americas next month, as part of its global partnership with Formula 1.*

### A.C.T. framework as the growth engine

NITR’s global A.C.T. strategy - Attract, Convert, Thrive - underpins its ambitions for the category in the region and supports its

## Ferrero Travel Market strikes gold with high-performing GTR campaign

Ferrero Travel Market reports that its “Celebrations Begin With A Golden Gift” campaign, which made its debut in late October 2025 and concluded in January, has generated excellent results for the group across all participating travel retail locations.

A premium gift-wrapping experience was central to the in-store activations, supported by a coordinated media presence across all airports, as part of a **360° marketing plan** including digital, social, and in-store touchpoints.

The initiative was designed to **celebrate the art of gifting**, while reinforcing Ferrero Rocher’s relevance and driving incremental consumption during the peak gifting and travel season. The campaign also aligned with Ferrero’s long-term **sustainability ambitions**.

Brand Ambassadors at selected key locations offered to wrap Ferrero Rocher boxes (Rocher 375g & 600g) using sustainable, reusable fabric cloths. A branded Ferrero Rocher charm and ribbon transformed purchases into a refined and memorable gift.

Paris Orly LOB1 emerged as the stand-out location, delivering the strongest sales uplift overall. The appeal of premium gifting there generated double-digit **value and volume growth** year-on-year, with multiple purchases contributing significantly to performance.

Consumer response to the promotion and execution was highly positive, with the gift-wrapping experience proving a key driver of engagement. Travelers frequently stopped to interact with the installation and take photos alongside the striking Ferrero



*Ferrero’s “Celebrations Begin With A Golden Gift” campaign generated double-digit value and volume growth at Paris Orly.*

Rocher pyramid display. “We are extremely pleased with the performance of our ‘Celebrations Begin With a Golden Gift’ campaign,” noted **Sergio Salvagno, General Manager, Ferrero Travel Market**. “The results demonstrate how premium, experience-led activations — when executed

consistently and supported by strong media visibility — can drive both engagement and sales during peak during peak gifting periods.

“This success reflects our continued focus on delivering meaningful brand experiences while supporting our long-term strategic and sustainability objectives.”

## DAOU Vineyards and Duty Free Global announce global distribution partnership



*Chris Blades, DAOU Luxury Sales Manager; José Alberto Santos, DAOU General Manager & Senior Winemaker; and Barry Geoghegan, Founder of Duty Free Global, announcing their new global travel retail distribution partnership.*

DAOU Vineyards, the luxury wine estate from Paso Robles, California, has announced a strategic global distribution partnership with Duty Free Global. DAOU says that this collaboration marks a pivotal moment in the brand's mission to bring world-class wines to discerning travelers worldwide.

The agreement will spotlight DAOU's prestigious Reserve collection and its iconic flagship wine, Soul of a Lion—a Cabernet Sauvignon that embodies the estate's vision to position Paso Robles among the world's most celebrated fine-wine regions.

"Duty Free Global's unparalleled expertise and network make them the ideal partner as we accelerate our presence in Global Travel Retail," said Sijie Leaw, International Sales Director at DAOU Vineyards. "Together, we will craft tailored strategies that resonate with travelers seeking exceptional quality and authenticity."

Barry Geoghegan, Founder, Duty Free Global added "The team at Duty Free Global are very proud to be working with the exceptional wines from DAOU. The founders of DAOU have really put Paso Robles on the world stage. We have admired these exceptional wines for many years and believe

that the travel retail operators will be very supportive of this range as it is perfectly suited to the travelling wine consumers, who seek out real quality from world famous producers."

Founded in 2007 by brothers Daniel and Georges Daou, the estate's 212-acre mountaintop vineyard in the Adelaida District offers unique terroir defined by calcareous clay soils and a 2,200-foot elevation.

These conditions have propelled DAOU to international acclaim, with Soul of a Lion—released in 2010—challenging Napa Valley's dominance and redefining luxury Cabernet Sauvignon, says the company.

"Soul of a Lion is the heart of the DAOU portfolio—our crown jewel," said Neb Lukic, President, Luxury Sales and Marketing at Treasury Wine Estates.

"It played a pivotal role in putting Paso Robles on the global wine map. More than a wine, Soul of a Lion is a tribute to resilience, to the Daou family, and to the enduring spirit that transforms dreams into legacies. "This partnership underscores DAOU's commitment to delivering exceptional experiences in travel retail, where luxury, provenance, and storytelling converge."

## CVH Spirits appoints Blue Caterpillar as exclusive TR Americas distributor



CVH Spirits has announced the signing of an exclusive, long-term distribution agreement with Blue Caterpillar for Travel Retail Americas. CVH Spirits' portfolio includes premium single malt Scotch whisky brands Bunnahabhain, Deanston and Tobermory.

Blue Caterpillar says the single malt Scotch whisky category continues to represent one of the most dynamic segments within premium spirits across the Americas, driven by rising consumer sophistication, premiumization, and a growing appetite for authenticity and provenance.

At the heart of this partnership is a shared belief: Strong brands that last are built through presence, training, and disciplined in-market leadership.

CVH Spirits and Blue Caterpillar will work together to intentionally build brand awareness by creating strong memory and emotional resonance through consistent brand storytelling and elevated tasting experiences, investing in the education and empowerment of in-store sales teams and brand ambassadors, ensuring they can confidently represent the brands, their provenance, and their value and executing with discipline at scale, ensuring the right presence,

visibility, and availability across priority travel retail touchpoints in the Americas.

Lynsey Eades, Head of CVH Global Travel Retail commented, "The US and LATAM are a key growth channel for CVH Spirits. Our partnership with Blue Caterpillar represents a major step forward to achieve success in this region. We have a diverse portfolio of award winning premium single malts and blended whiskies, that cover a range of aged, and non-aged expressions.

"Additionally, we have a dedicated Travel Retail portfolio and a variety of Limited Editions perfect for the US consumer. We are truly excited to partner with Blue Caterpillar and look forward to engaging with retailers across the US together."

A spokesperson for Blue Caterpillar added: "We are proud to be entrusted with CVH Spirits' portfolio in Travel Retail Americas. The most meaningful growth comes from trust—trust built with retail partners, with sales teams, and ultimately with consumers. That trust is earned through flawless execution and a commitment to doing the work, day after day, in market."