



Industry gets set to return to Cannes, with a focus on innovation and insights

With the start of TFWA World Exhibition & Conference only days away, the Tax Free World Association has put together a busy agenda for delegates in Cannes.

Attendees will have the opportunity to hear from the duty free and travel retail industry's leading figures and experts at the TFWA World Conference, taking place from 09:00 to 11:45 on Monday, Oct. 25. The conference will also be streamed live on TFWA 365 for those who are not able to attend in person. The line-up of speakers includes TFWA President Jaya Singh, Jane Sun, CEO of Trip.com Group; Benjamin Vuchot, CEO of DFS Group; Rafael Schwartzman, Vice President Europe of IATA; and Jay Richards, co-founder of Imagen Insights.

The speakers will provide valuable insight on pressing industry issues ranging from the future of air travel to the purchasing habits of Gen Z shoppers.

TFW i.lab

Delegates can also learn more about the latest duty free and travel retail innovations at the TFWA i.lab, a fully digital showcase hosted on TFWA 365. Taking place from Oct. 25-28, TFWA i.lab, will present the latest ideas and new ways of thinking from a host of forward-thinking companies.

TFWA i.lab will be hosted on the Discovery section of the TFWA 365 platform, where users can find out more about the businesses taking part, as well as learn about the latest activity from leading brands exhibiting at the Palais des Festivals during the TFWA World Exhibition. The TFWA i.lab is sponsored by Mondelez World Travel Retail.

TFWA Lounge

The TFWA Lounge will provide plenty of opportunities to network with industry colleagues in a relaxed atmosphere, says the Association. Located at the Carlton Beach close to the Palais, the TFWA Lounge will host a series of themed evenings celebrating the diversity and strength of the duty free and travel retail industry.

Monday's theme will center around Innovation in Action with support from

Altavia Travel Retail and *BW Confidential*.

Tuesday will highlight women working in the industry with membership organization Women in Travel Retail; and Wednesday will see industry associations and their staff honored for their hard work during these recent challenging times.

Attendees are reminded that a valid vaccination certificate or recent negative COVID-19 test will be required to visit TFWA World Exhibition and Conference. Delegates vaccinated outside Europe are also advised to convert their vaccination certificate into a valid French health pass, which will be needed for entry to the Palais. Testing facilities will be available on site at a dedicated area located on the Majestic Beach. TFWA has also partnered with the Cannes Ferrage Testing Centre to provide PCR tests at €44, with appointments available at 9:30-10:00 and 13:00-14:00 from Monday 25th October to Friday 29th October. Delegates can book a test online.

In addition, guests will be asked to wear face masks in public areas and make use of the hand sanitizer available in accordance with local hygiene guidelines. Full details of health and safety measures can be found here.

DFWC Academy gears up for re-launch by the end of the year

Following the announcement of the strategic training partnership between the DFWC and ACI World, the DFWC Academy's flagship course – **Certificate in Duty Free and Travel Retail** – is currently being updated and developed with registrations to open before the end of the year. Plans call for the first student cohorts to begin taking the course in Q1, 2022.

The course is designed for those wishing to develop their careers in the industry: retail sales professionals, individuals from brand and industry support organizations who are either new to the industry or wish to further deepen their knowledge, as well as commercial executives from the aviation, maritime and other duty free and

travel retail industry channels.

Creation of the course is guided by an Academic Advisory Group comprising representatives of leading industry retailers: ARI, Dubai Duty Free and Lagardère, and multi-category brand expertise is provided by representatives from Brown-Forman, Duty Free Global, Imperial Brands PLC, Lacoste, L'Oréal and Mondelez.

Broader industry perspectives are provided by the DFWC and TFWA.

The Academy courses are designed to fill the knowledge gaps that are now greater than ever in our industry following the loss of so many experienced industry colleagues since the beginning of the COVID pandemic.

As highlighted in the recent IAADFS webinar, travel retailers are faced with significant challenges in recruiting qualified and motivated staff as they re-open from the forced closures of the past 18 months and the provision of bespoke training can play a key role in recruitment and retention of staff and providing the optimum shopping experience for travelers as they return to our duty free stores.

Further details can be found at <http://dfworldcouncil.com/academy/>



Pernod Ricard GTR announces industry-first Life Cycle Analysis tool to lead sustainable merchandising in the channel

Data-driven tool that measures carbon emissions will play a critical role in PR GTR's commitment to sustainability



Pernod Ricard Global Travel Retail (PR GTR) has announced an industry-first Life Cycle Analysis (LCA) Tool, dedicated to retail merchandising, as part of its commitment to lead the channel's sustainable transformation.

Launched as PR GTR's push for environmental progress by driving global retail innovation, the LCA Tool is part of its focus on Circular Making. This is one of the four pillars constituting the Pernod Ricard Group's global *Good Times from a Good Place* Sustainability & Responsibility strategy, with the objective of reducing its carbon footprint and minimizing waste.

Life Cycle Analysis predicts the impact of projects in a cumulative manner over their life cycle stages, therefore the LCA tool empowers PR GTR to assess the potential environmental impact of its short and long-term retail activations, inform sustainable merchandising strategies and drive innovation.

The custom-built tool was developed in partnership with PIE Factory, a B Corp certified sustainable design consultancy, and makes sustainable merchandising a possibility in GTR. In an industry-first move, it allows PR GTR to assess the environmental implica-

tions of design options for activation units such as wall-bays, gondolas and boutiques, including supplier choice, material selection, modularity, power consumption, logistics arrangements, end of life material destination and overall lifecycle carbon footprint. This enables PR GTR to accurately track data, set targets and publicly report on the impact and improvement of retail projects over time.

The move to eco-design as a standard practice for developing merchandising and point-of-sale materials (POS) is groundbreaking in the wine and spirit industry, says the company, with PR GTR making a commitment that all new retail projects will be guided by the LCA Tool, starting in July 2021.

The global launch of the LCA Tool for retail merchandising follows successful trials in the Martell boutique at CDFG Haitang Bay in Hainan, where retail units designed with the tool showed an almost 20% reduction in carbon footprint over their lifecycle.

Mohit Lal, CEO at PR GTR said: "Our Life Cycle Analysis Tool for retail fixtures is critical in driving our ambitions for sustainability forward. As of now, all our

retail projects will be conceived with the tool, which means they will all comply with our carbon reduction objectives.

"Every company involved in travel retail has a role to play in our industry's sustainable transformation and our eco-design LCA tool is one example of how Pernod Ricard is leading the way."

Daniel Worboys, Global Head of Retail Design at PR GTR added "We're beyond excited and optimistic about the potential of our LCA tool in helping shape sustainable retail units. As data and innovation play an important role in the planning, management and evaluation of our efforts, it will help us track the progress of our contribution to our Group's wider targets. I look forward to working with our partners on new retail projects and bringing sustainable design to travelers around the world."

Alongside adopting eco-design principles using the LCA Tool for 100% of new merchandising projects, key Pernod Ricard commitments to circular making include:

Ensuring 100% of packaging is recyclable, reusable, or compostable by 2025

Ensuring 100% of POS is recyclable, reusable, or compostable by 2030

Achieving net zero in its own operations and reducing by 50% the intensity of its overall carbon footprint by 2030 and becoming a net zero carbon business by 2050

Sourcing 100% renewable electricity for all offices and production sites by 2025

Reducing water use by 20% by 2030

Ensuring digital wall displays are as energy efficient as possible and boutique spaces are created to last a minimum of 5 years

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Campari relaunches Appleton Estate Jamaica Rum in GTR

Premium rum brand Appleton Estate Jamaica Rum is relaunching in Global Travel Retail with new packaging, a reimagined bottle and label, and the release of two new premium blends.

The relaunch is a celebration of the brand's pursuit of excellence, most importantly the commitment to the highest standards of rum production, says the company.

"We have significant ambitions for Appleton Estate, and the new brand visual identity paves the way on our path to drive premium+ rum growth in Global Travel Retail," explains Leigh Irvine, Managing Director, Global Travel Retail, Campari Group. "Not only is Appleton Estate one of the top five Best-Selling and Trending Brands in rum in 2021, it is also well positioned to lead rum category premiumization in Travel Retail thanks to a powerful set of brand intrinsics.

"The unique Appleton Estate production process sets the highest standards in driving credibility; the vibrant energy of its Jamaican history and geography are perfect partners for creating in-store energy and engagement with consumers; and the new range allows consumers to extend their exploration of the brand and category through luxurious and sophisticated variants. These dynamics inspire optimism and Appleton Estate is poised to unlock the growth potential of the dark rum category in GTR," said Irvine.

A sleek, contemporary version of the iconic bottle shape features a sophisticated new cork closure. Beneath the closure, the neck label illustrates Appleton Estate located in Jamaica's Nassau Valley, followed by an embossed '1749' stamp in the glass, marking the date of the Estate's establishment. The new label tells the story of each rum blend, as well as details on the unique production process, in which Appleton Estate uses Jamaican limestone-filtered water during distillation and adds no flavors.

Appleton Estate Master Blender Joy Spence

Appleton's commitment to minimum tropical aging is also vital to the rums' quality and richer, fuller flavor profile. Each drop of rum is at least as old as the age statement on the label, and all its rums are aged in Jamaica where the tropical climate ages the rums nearly three times more quickly than spirits aged in cooler climates.

The centerpiece of this new label is the Appleton Estate Jamaica Insignia, where five iconic Jamaican design emblems unite to tell the story, and Master Blender Joy Spence's signature indicates a badge of credibility.

"We're unveiling a fresh look for both our permanent collection of rums and our limited-edition versions, while maintaining our commitment to exceptional liquid," says Spence, who celebrates her 40th year at Appleton Estate this year.

"With this relaunch, Appleton Estate proudly celebrates our Jamaican heritage in a thoroughly modern way."

The relaunch also includes the introduction of two new blends, says Spence.

The new blends are an Appleton Estate 8 Year Old Reserve, with aromas of spicy fruit and oak, followed by hints of honey, vanilla and their signature orange peel note.

Appleton is also introducing the permanent 15 Year Old Black River Casks, which pays tribute to the river that is central to Jamaica's history of sugar and rum. Appleton describes it as a rich and full bodied



The Appleton Estate rum collection in Global Travel Retail includes the Signature rum, 8 Year Old Reserve rum, 12 Year Old Rare Casks rum, 15 Year Old Black River Casks rum and 21 Year Old Nassau Valley Cask rum.

rum, that reveals aromas of toasted almond and hazelnut followed by notes of intense orange peel, vanilla and hints of medium roasted coffee and molasses.

Appleton Estate is one of the few rums in the world to claim a *terroir*.

The rums are produced from

'cane to cup' with each step of the production process carefully managed – from harvest and creation of its molasses to distillation, blending and bottling. Every barrel used in the Appleton Estate blends is hand selected by Master Blender Joy Spence and her team.

Bacardi launches new Grey Goose Essences in select TR markets

Bacardi Global Travel Retail is launching Grey Goose Essences in selected travel retail markets beginning this month.

The all-natural Grey Goose Essences line, 30% ABV, offers three expressions with no artificial ingredients, sugar or carbs. On trend for simple cocktails with natural flavors, the range features Strawberry and Lemongrass, White Peach and Rosemary, and Watermelon and Basil.

The Essences line is made with Grey Goose vodka, infused with real fruit and cold-distilled botanicals. Like all Grey Goose products, Essences is gluten-free and available in a 1 liter bottle in travel retail.

Bacardi Global Travel Retail Bacardi's Global Head of Marketing Ignacio Vázquez says that Essences is an innovation that presents a huge growth opportunity for the super-premium vodka category.

"As travelers return post-pandemic, spritzes, mindful drinking and home mixology are growing trends. Grey Goose Essences is a perfect travel purchase that takes the guesswork out of mixing light-tasting and delicious cocktails at home or on vacation, such as the Grey Goose Essences Spritz with tonic for a naturally vibrant, light and smooth-tasting cocktail. We are confident Essences will grow the super-premium vodka category, by recruiting new shoppers and driving basket spend for our retail partners."



Cabeau underlines sustainability credentials with 'simple solution' during pandemic

U.S. travel accessories company Cabeau is emphasizing its commitment to minimizing and reducing its carbon footprint as it prepares to exhibit at the returning TFWA World Exhibition and Conference in Cannes this month (Yellow Village A21).

Cabeau, which will debut its new doctor-endorsed Health and Wellness brand repositioning to the DF&TR market, cites logistical issues in securing containers and combating rising shipping costs as key challenges during the coronavirus pandemic.

David Sternlight, Cabeau CEO, said: "We implemented a simple solution to compress our iconic memory foam neck pillows. This reduced master shipping carton size by over 40%, required less corrugate and significantly cut fuel consumption throughout the distribution chain to transport our products around the world."

On the importance of sustainability for the company and across DF&TR in general, Sternlight added: "We are all caretakers of this beautiful planet. Cabeau believes sustainability is the responsibility of every individual.

"Corporations can model behaviors and sensible product design that promote positive movement in that direction. We intend to continue emphasizing this key initiative in our ongoing strategic plans."

Reflecting on the impact of COVID-19, Sternlight recalls how Cabeau used the travel embargo to accelerate a shift in the company's decade-old brand to provide greater consumer distinction from other travel accessories. "The pandemic only strengthened growth in the health and wellness sector and our new product launches will build on this segment."

While Cabeau built its reputation on the Evolution therapeutic neck pillow, back pain is the number one complaint for air travelers (74%).

"Specifically, the top complaint about airline seats is lack of lumbar support," said Sternlight. "Cabeau wholeheartedly believes we've developed the best solution on the market, because it provides firm, positive resistance and allows customization to the individual.

Cabeau has high expectations for its new Inredi-belt, a multiple patent-pending product with a dynamic lumbar support system that moves with you.

"Unlike competitive offers that are bulky, compress over time and provide little support, Inredi-belt reduces to the size of a soda can – perfect for travel portability. It can be placed anywhere on one's back for maximum relief and adjusts to individual preference by inflating/deflating while being worn."

Looking ahead to the TFWA exhibition Cabeau acknowledges there are many customers who remain wary of venturing far from the controlled environment of their homeland but is thrilled to be participating.

With the reduced exhibition size and lower attendance, Cabeau plans to capitalize on its ability to provide more personalized interaction with current and potential clients.

"Nothing compares to face-to-face (or perhaps mask-to-mask) communication. With exciting new product introductions, revised packaging and merchandising solutions to recapture consumer enthusiasm for wanderlust, Cabeau is ideally suited to help our travel retail partners come back stronger from the pandemic's economic devastation," says Sternlight.

Sternlight outlined the company's short-term and long-term DF&TR strategy: "We are witnessing a fairly rapid return of consumer leisure travel. The U.S. market will be the first to return to pre-pandemic levels which is likely a function of American culture and independence.

"As travel restrictions fall and other measures such as vaccination passports are adopted, the resiliency of travel will bring business back much as it did post 9/11.

"Cabeau will be there to welcome our great partners as the world opens. By understanding the innate challenges of our global travel retailers, we have developed proven initiatives that increase sales and improve the bottom line for our recovering partners.

"We want to share these success stories, so everyone benefits from the significant uptick early adopters have experienced."

He concluded: "Cabeau continues to be the innovative leader in our channel. We expect our new positioning to drive the brand and our partners to even greater heights."



Top right: Cabeau CEO David Sternlight.

Right: Cabeau's award-winning Evolution S3 pillow.



Asahi Beer USA and MONARQ Group expand distribution partnership

Asahi Beer USA and MONARQ Group have expanded their 2-year-old partnership that covered the Caribbean & Latin America to now include the USA duty free & cruise ship channel and Puerto Rico. As of August, MONARQ became the exclusive distributor for Asahi Super Dry in all of these markets.

MONARQ Group founder and CEO Robert de Monchy said that the partnership over the past two years proved very successful and fruitful, and that the expansion coincides perfectly with its plans in this channel.

"We look forward to working many more years with the Asahi team, achieving our mutual ambitious goals," he said.

Keith Fawcett, General Manager at Asahi Beer USA added: "The past two years, MONARQ has been an admirable partner, successfully building the distribution, sales and marketing of the Asahi portfolio in a diverse region during challenging times. Consolidating to one dedicated partner for Asahi Super Dry throughout the region will support the continued success story for our brands in this part of the world."

Asahi Beer joins MONARQ Group's premium alcoholic beverages portfolio, which includes Peroni, Grolsch, Duvel, Heineken, Jack Daniel's, Seagram's Escapes, Woodford Reserve, Herradura, Bollinger, Lico 43, Fernet Branca, Malfy Gin and Gosling's, among others.



Rituals launches limited-edition Serendipity oil collection and new gift sets and advent calendars for Christmas

Rituals Cosmetics has unveiled a new limited-edition collection, Serendipity, comprised of 10 opulent oil Elixirs, produced from plants, woods and flowers.

The collection includes:

Evening primrose oil; for a more even skin tone; **Sweet Almond oil**; rich in Vitamin E; **Sandalwood oil**; skin-soothing benefits; **Kukui Nut oil**; excellent moisture-zing properties; **Moringa oil**; promotes a natural glow; **Tsubaki oil**; helps to improve skin elasticity; **Jojoba oil**; helps to keep the skin calm and comfortable; **Coconut oil**; helps to protect the skin; **Sesame oil**; naturally high in antioxidants; and **Perilla oil**; helps to restore the skin.

When mixed with water, Rituals opulent oils create a layering effect on the skin, says the company.

The Serendipity collection also includes an ultra-nourishing **3-Phase Shower oil** specially created for this limited-edition range. Each phase, or layer, in the shower oil adds rich benefits with ultra-nourishing and moisturizing elements, and leaves skin feeling hydrated and soft. The scent includes green notes, florals, and woody accords intertwined with powdery and ambery notes.

The full Serendipity range comprises Body, Home and EDP products: Foaming Shower Gel, Body Scrub, Body Cream, Bath Foam, Body Oil, Scented Candle, Hand Balm & Oil Encapsulated Hand Wash Kitchen Set, Fragrance Sticks, Tea, Eau de Parfum for Men, Eau de Parfum for Women and a Gift Set.

The limited-edition Serendipity Collection is available now in Rituals' standalone travel retail stores, domestic stores, selected department stores and Rituals.com.

Rituals Cosmetics is also celebrating Christmas with new Golden Advent Calendars and renewed luxury Gift Sets.

The new Golden Advent Calendars, available in 2D and 3D, mark the countdown to Christmas with 24 surprises "to pamper body and soul." Both Advent Calendars include four special Advent Mini Candles found each week on Advent Sunday and other products exclusively designed for The Ritual of Advent.

Classic Collection Gift Sets

The new look of the Classic Collection gift box is inspired by the traditional Asian coloring techniques, Sumi-E and Ikat. These Gift Sets come in a beautiful array of colors that match the corresponding classic collection. The coin on the colored ribbon symbolizes the Chinese concept of fú, meaning 'happiness' or 'good fortune'. The keepsake gift box has a recycled and recyclable inlay, uses recycled plastic and is made entirely from FSC paper.

The Rituals Advent Calendars and gift sets are available from October in Rituals standalone travel retail stores.



Rituals 2021 2-D Advent Calendar

The Rituals limited-edition Serendipity Collection of opulent oils launched in travel retail in October.



Imperial Brands inspires travel retail to rebuild Together as One in Cannes

Imperial Brands reports that its return to Cannes for the first major in-person industry event following the pandemic, provides the perfect platform for all stakeholders to reunite under one roof and focus on crafting a brighter future for duty free and travel retail.

At the TFWA exhibition (GO 6 in the Golden Village), Imperial Brands will showcase its ethos, **Together as One**, as it calls on all industry stakeholders to work together in a unified and innovative manner, as the travel sector rebuilds from the pandemic.

Christian Münstermann, Imperial Brands' Global Duty Free & Export General Manager said: "We are very excited to be able to meet with industry partners in person in the TFWA Exhibition & Conference in Cannes once again. I believe the pandemic has taught all of us how vital strong partnerships are, and as we now focus on recovery, this will be more crucial than ever.

"Our ethos, **Together As One**, is about just this - close collaboration with our partners – both established and new - to ensure we are providing the right products, in the right place, at all times, in order

to inspire traveling consumers and drive growth.

"The tobacco category will always be an integral part of Global Duty Free and Travel Retail, offering opportunities for retailers to boost average spending. This unique feature places the category at the heart of the recovery, and Imperial is ready to welcome travelers back into stores with its complete tobacco offering."

Imperial Brands firmly believes in the enduring resilience of the travel sector, and is confident of the recovery of Duty Free and Travel Retail. As tobacco is one of the original categories in Duty Free, generating footfall and increasing shopping basket sizes, it will play a core role in shaping a more robust future.

Visitors to the Imperial Brands booth at the TFWA World Exhibition will be able to share in the brand's strategy for the future. This focuses on Imperial's unique proposition of offering leading international brands, such as **Davidoff** cigarettes, complemented by dominant regional brands, such as **Gauloises** and strong local brands, such as **Lambert & Butler**.



Haribo returns to Cannes with new novelties



Confectionery brand HARIBO is set to unveil colorful, in-demand new products for travel retail at the annual TFWA World Exhibition.

HARIBO Travel Parade 700g is a new take on its popular Air Parade, with its fruit gum aeroplanes presented in a big sharing bag. The new resealable pouch contains a mix of six jelly candy shapes in fruit flavors, now presented in train, car, boat, motor-bike, and camper-van shapes, as well as the original aeroplane – which are also available in a 220g pouch.

The multi-colored **HARIBO Giant Roulette 200g** is an extra-large sharing tube packed with eight separate pocket-size Roulette rolls. Each roll contains chewy

fruit gums in seven flavors.

HARIBO Picco Balla 425g and **HARIBO The Smurfs 425g** are being relaunched with vegetarian recipes. Pico-Balla are colorful jelly gums with two layers of confectionery filling, giving three fruit flavors in one piece. The Smurfs are fruit jellies in straw-berry and raspberry flavors.

HARIBO will present all these novelties at their stand 11B Bay Village in Cannes.

Greater Americas presence

A family-owned company founded in 1920 by the Riegel family in Germany, HARIBO produces more than 1,000 different products at 16 production sites in ten countries.

Since 2016, HARIBO has also been manufacturing in Brazil, where it operates its first production facility outside Europe.

The brand is also growing rapidly in North America, where it has been the number 1 fruit gummy brand there since 2018.

In order to better meet the high demand in the USA, HARIBO is currently building a plant in Wisconsin, which is scheduled for completion in the near future.

Bacardi launches innovative cocktail pods

Bacardi Global Travel Retail announces the launch of Bacardi Cocktails Powered by Twinstails, an innovative solution for the on-vacation and at-home drinking experience.

With Twinstails, just add water and ice to the shaker, attach the strainer, the cocktail pod of choice and twist. Shake well and a bar-perfect cocktail is ready in seconds.

The Bacardi Cocktail Pods are now launching three classic rum cocktails featuring Bacardi's signature rum Carta Blanca: Bacardi Mojito, Bacardi Strawberry Daiquiri and Bacardi Rum Punch.

The cocktail pods use an innovative dual chamber which delivers a fresh cocktail experience every time. The pods are filled with Bacardi rum and natural flavors. Both the cocktail pods and the packaging are recyclable.

The starter pack includes the Twinstails shaker (stainless steel), strainer and 6 pods (2 of each cocktail), at a Recommended Retail Price of US\$35.

A replenishment pack of 6 single cocktail pods is also available to purchase at the Recommended Retail Price of US\$30.

Rosalie's premium Belgian chocolate debuts in Cannes

The award winning Rosalie's, premium Belgian chocolate brand represented by Gerry Murray of Traveller's Trove, will make its Cannes debut this year (Yellow Village AA17).

Rosalie's is the most sustainable and environmentally friendly premium confectionery offer available in the DFTR channel, says Murray. Rosalie's has several recent industry accolades to back up this claim, including being one of twelve finalists in the QDF Factor industry competition announced last week at the Virtual TR Expo, and is short-listed in this year's Frontier Awards for Sustainability Initiative of the Year.

Some of Rosalie's sustainability and social responsibility bona fides include: all of its cocoa is ethically and sustainably sourced through the Cocoa Horizons Foundation; all board is recyclable and sourced from sustainable sources and FSC certified; plastic trays are made from minimum 75% recycled plastic and are fully recyclable; all of the Rosalie's products are produced in-house guaranteeing 100% traceability and quality; the company uses natural ingredients where possible sourced locally; and gift presentations are contemporary and elegant but avoid superfluous elements, i.e. tags, ribbons etc. and boxes are sourced locally.

Murray invites visitors to Cannes to see the brand in Yellow Village AA17, to sample the chocolates and learn how Rosalie's can be part of the industry's sustainable recovery. gerry@travellerstrove.com



The cocktail pods range from 38.1% – 43.7% Alcohol by Volume depending on the cocktail. Each pack contains 6 pods of 50 ml each. The finished cocktails (120ml) range from 9.5% to 10.9% Alcohol by Volume.

With Twinstails Bacardi is creating an innovative new incremental category in travel retail, says Ignacio Vázquez, Global Head of Marketing, Bacardi Global Travel Retail.

There are plans for additional pods from the Bacardi portfolio of spirits in the future.