

U.S. government announces national plan to bring back tourists

Commerce Secretary Gina M. Raimondo has announced a new [National Travel and Tourism Strategy](#) that pledges to support the U.S. travel and tourism industry and sets an ambitious five-year goal of attracting 90 million international visitors to the United States each year.

The plan envisions private and public sectors working together to increase the volume and value of tourism. The Commerce Department estimates these visitors would spend \$279 billion annually.

Four point approach

Specifically, the plan aims to promote the United States as a premier travel destination, including broadening marketing efforts to encourage visitation to underserved and underrepresented communities.

It will also facilitate safe and efficient travel to and within the United States with the goal of reducing barriers for visitors to enter and travel within the United States, including using technology to smooth travel in areas such as security and screening.

Thirdly, the strategy aims to extend the benefits of travel and tourism by helping underserved communities and populations develop their tourism offer.

The strategy also addresses the financial and workplace needs of travel and tourism businesses, supporting destination communities as they expand their tourism economies. This would include a focus on showcasing the nation's federal lands and waters while also pro-

tecting them for future generations.

The plan will also strive to do this while reducing tourism's contributions to climate change and build a travel and tourism sector that is resilient to natural disasters, public health threats, and the impacts of climate change.

Travel numbers recovering

In 2020, the Department's National Travel and Tourism Office reported that the decline in travel and tourism to and within the United States accounted for 56% of the decline in U.S. gross domestic product (GDP), and travel exports dropped 65% in 2020 when compared to 2019, or pre-pandemic levels.

However, throughout 2021, between the vaccine rollout and lifting of travel restrictions, monthly overseas arrivals to the United States increased from roughly 775,000 in October 2021 to more than 2 million in April 2022. As a result, international travel to the U.S. has generated a trade surplus in each of the past five months -- indicating a positive trend toward recovery even as international travel remains below pre-pandemic levels.

"The impact of COVID-19 has taken a toll on our national and local economies, but it also has presented us with a unique opportunity to mold a more inclusive, equitable, sustainable and resilient travel and tourism industry than ever before. Our new strategy leverages the best of what the U.S. public and private sectors offer, which will promote jobs, recover lost revenues, and inspire unforgettable experiences," said Secretary Raimondo.

DFS celebrates 50 years at SFO

Celebrating 50 years at San Francisco International Airport and officially opening DFS' new flagship stores in concourses A and G: DFS SFO General Manager Karl Sutcliffe, Director of San Francisco Mayor's Office International Trade & Commerce Mark Chandler, DFS Chairman and CEO Benjamin Vuchot, SFO Director Ivar Satero, and Martin Matthews, DFS US Managing Director.

See story on page 2.



Visitor registration opens for TFWA World Exhibition & Conference and TFWA i.lab

Visitor registration for the 2022 TFWA World Exhibition & Conference this year is now officially open.

The event will take place from October 2-6 at the Palais des Festivals in Cannes.

TFWA reports that booking space is fast approaching pre-Covid levels, and that the event will once again allow some of the world's best-known retailers, buyers, operators, landlords, airports, airlines, agents, and brands to hold face-to-face meetings under one roof.

In addition, the TFWA i.lab – an ideas hub that will shine a spotlight on innovative ways to engage the traveling consumer—will also be taking place this year.

For more information about the exhibitors at this year's TFWA World Exhibition & Conference, please visit the exhibitor list at: <https://www.tfwa.com/exhibitors/tfwa-world-exhibition-and-conference/2022>

To register, click here:

<https://www.tfwa.com/tfwa-world-exhibition-conference/book-your-place-100004721>

For information on on-site services, event venue, accommodation and transport services, please go to:

<https://www.tfwa.com/articles/tfwa-world-exhibition-and-conference/services/2022>

Erik Juul-Mortensen, TFWA President, comments:

"After a hugely successful in-person event in Singapore last month, it is indeed very exciting to see how much interest there has been in TFWA's upcoming event in Cannes this October. I would like to thank the many brands, who have confirmed their presence at the event – some of whom have actually taken even more space in the exhibition hall than before – for playing their part in facilitating our industry's road to recovery."

"The floor space reserved by exhibitors to date, which is already well ahead of last year's edition, plus the impressive number of major brands confirming their attendance, mean that the scale of this year's event in Cannes is going to be up there with pre-Covid editions."

"This will doubtless be an unmissable event that will further underscore our unwavering commitment to accelerating the recovery of the duty free and travel retail industry. We're very much looking forward to reconnecting with our members, industry colleagues, and trade partners once again in Cannes."



DFS unveils new stores as it celebrates 50 years at SFO



Clockwise from above: DFS Chairman and CEO Benjamin Vuchot greets guests, the DFS stores at SFO, DFS employees celebrating the reopening.



Karl Sutcliffe, Mark Chandler, Benjamin Vuchot, Ivar C. Satero, and Martin Matthews.

DFS Group hosted a stellar line-up of official representatives, VIP customers, and local celebrities on June 1 at a glittering ceremony to unveil its newly renovated retail concepts and celebrate its 50th anniversary of operations at San Francisco International Airport (SFO).

The event took place at the Airport's Terminal G concourse and kicked off 50 days of celebration to highlight exclusive products and gifts as well as local discoveries from the Bay Area.

DFS Chairman and CEO **Benjamin Vuchot** officiated the store opening with a ribbon-cutting ceremony that included SFO Director **Ivar Satero**, Director of San Francisco Mayor's Office International Trade & Commerce **Mark Chandler**, and DFS SFO General Manager **Karl Sutcliffe**, all of whom addressed the audience of more than 100 people.

Guests were treated to Chandon sparkling wine; spirits tastings by Hanger One, Gold Bar Whiskey, Remy, and Hennessy Cognac; wine tastings from Silverado and Duck-

horn; chocolate tastings by Tcho and See's along with strawberries hand-dipped in Ghirardelli chocolate; and enjoyed hors d'oeuvres provided by Napa Farms.

Entertainment featured live music, poetry, digital caricature portraits and body painting, all supplied by local vendors.

Since opening its doors at SFO in 1972, DFS has served millions of international travelers as SFO's only duty free retailer. To prepare for the return of international travelers, the retailer undertook a comprehensive renovation of its two flagship stores in SFO's Terminal A and G concourses. In addition, boutiques featuring luxury brands including Gucci, Burberry, Hermès, and the world's first in-airport Saint Laurent were remodeled.

The renovation was timed to coincide with DFS' 50th anniversary of operations at SFO and the reopening event was held as a celebration of both the airport and traveling customers in San Francisco and the Bay Area.

"Today marks another milestone in DFS' history. Not only are we reopening for our customers and unveiling our renovated retail concepts delivering a unique luxury experience and a sense of place, we are also celebrating 50 wonderful years at SFO," said DFS Chairman and CEO Benjamin Vuchot.

"Our aim at DFS is to create destinations within destinations, and SFO is a perfect example of this ethos. We are honored to continue working with the SFO Airport team, with the office of the Mayor, and with our brand partners, to ensure that SFO maintains its reputation as a world-class airport within a world-class travel destination," added Vuchot.

"This is truly a milestone for both DFS and SFO... 50 years of working together to create an exceptional experience for our customers from around the world," said San Francisco International Airport Director Ivar C. Satero.

"There is no better way to celebrate this achievement than with the grand opening of these

gorgeous new flagship gallerias and boutiques."

The design of the new stores reflects the laid-back yet cosmopolitan essence of San Francisco, with a façade that features iron-painted International Orange (the color of the Golden Gate Bridge) and natural wood.

The physical enhancements are further augmented by new digital experiences, such as interactive digital wine tables allowing customers to place a bottle on the table and learn about the brand and vintage via an on-screen display.

DFS has also partnered with Inflyter, the duty free shopping app, enabling travelers to browse and buy duty free as soon as a flight booking has been made, alleviating the need to wait until the airport.

DFS' newly renovated stores are situated in the A and G concourses, just past the newly expanded security checkpoints.

The Estée Lauder Companies strengthens its global fulfillment network with the opening of a distribution center dedicated to Travel Retail

The Estée Lauder Companies (ELC) has opened a new, state-of-the-art distribution center located in Galgenen, Switzerland to accommodate the future growth of its Global Travel Retail business.

Travel Retail is one of the company's highest growth channels and touches over 3 billion consumers a year. This new 300,000 square foot facility expands ELC's existing distribution footprint in Switzerland and will enable ELC to remain at the forefront of delivering its prestige beauty products and high-touch services to traveling consumers around the world. The center is equipped to support the continued growth of Travel Retail and will further drive the company's sustainability efforts.

Fabrizio Freda, President and CEO, Israel Assa, Global President, Travel Retail Worldwide and Roberto Canevari, EVP, Global Supply Chain hosted the opening ceremony with Nadine Graf, SVP, GM, Europe, Middle East, and Africa (EMEA), Maike Kiessling, GM, Switzerland, Jamal Chamariq, SVP, Global Supply Chain, EMEA and Travel Retail Worldwide and Sascha Trabelsi, VP, Supply Chain, Travel Retail Worldwide.

The opening ceremony was attended by special guests including retailers, suppliers, local government officials, media and ELC employees.

"Travel Retail continues to demonstrate its resilience, driving tremendous growth over the last decade for The Estée Lauder Companies. We remain extremely confident in the channel for the long-term, especially as travel restrictions ease globally and people start traveling again," said Fabrizio Freda. "The opening of our new Galgenen distribution center will enable us to adapt even better to ever-changing retail needs and growth opportunities for the channel, and expand upon our existing distribution presence in Switzerland."

ELC's Travel Retail division is the market share leader in the channel within the total beauty category across skin care, makeup, fragrance and hair care, according to Generation Research 2020. With a strong brand portfolio that resonates with consumers globally, ELC says that its Travel Retail division continually demonstrates best-in-class marketing activations tailored to travelers' needs, recruits new consumers and builds brand equity around the world.

Accounting for 28% of ELC's sales in fiscal year 2021, Travel Retail is uniquely positioned to win in this high growth environment with the company's recent investment to expand its distribution network to meet the demands of the traveling consumer population.

"As we mark the 30th anniversary of The Estée Lauder Companies' Travel Retail business, we are incredibly proud of our track record of exciting and delighting travelers all over the world with our exclusive products and high-touch experiences for the Travel Retail industry and having made the channel an integral engine of growth for ELC," said Israel Assa.

"As we look to the future, this investment here at Galgenen is a testament to our belief in the long-term growth potential of this channel



Officially opening the new distribution center in Galgenen, Switzerland, Umair Ansari, VP/GM, Travel Retail EMA, Fabrizio Freda, President and Chief Executive Officer, Jane Lauder, EVP, Enterprise Marketing and Chief Data Officer, and Roberto Canevari, EVP, Global Supply Chain cut the ribbon.

and that by investing in these capabilities and with our retailers, we can capture the next generation of growth in this dynamic, prestige marketplace."

The company currently has four distribution centers in Switzerland.

With the addition of the new facility in Galgenen, the Travel Retail business will double its total output capacity, enabling the flexibility necessary to adapt to the channel's high growth potential.

"Galgenen will serve as a cornerstone of The Estée Lauder Companies' agile, global fulfillment network," said Roberto Canevari. "This distribution center will not only significantly enhance our capacity but enable operational efficiencies, speed-to-market and resiliency through innovative, highly automated equipment and technologies."

Galgenen will further advance ELC's global manufacturing and distribution network sustainability through its best-in-class environmental design and renewable energy efforts.

The building's design is based on the newest standards to reduce energy and water consumption, and generate solar energy.

Worldwide, ELC is driving strategic initiatives to reduce its environmental footprint, integrate environmentally responsible practices and invest in innovative technology as part of efforts to not only provide consumers with transformative products and experiences, but also to contribute to the well-being of the planet.



With the addition of the new facility in Galgenen, the Travel Retail business will double its total output capacity.

L' OCCITANE Travel Retail showcases 'nature positive' pop-up stores following successful Earth Day launch in Paris

L' OCCITANE Travel Retail is launching dynamic, *nature positive* animated pop-up stores throughout the summer. The campaign is already underway in Europe, and will be rolled out in the Americas and APAC countries at the beginning of July.

This follows the successful launch in Paris of six *nature positive* animated pop-up stores showcased at Charles de Gaulle and Orly airports throughout April, in collaboration with Lagardère Travel Retail and BuyParis-DutyFree to celebrate Earth Day.

A spokesperson for BuyParis-DutyFree said: "We, at BuyParis-DutyFree, were delighted to have partnered with L' OCCITANE Travel Retail on this Earth Day *nature positive* pop-up concept at our duty free airport stores in Paris. By offering this exclusive eco-friendly retail experience to our travelers, we hope to re-enforce our commitment on sustainability trying to provide alternatives to mass market beauty products."

With the support of travel retail partner, Dufry Group, L' Occitane says that its inspirational 'green' roadshow will now kick off globally: already in place in Madrid, it is scheduled to start in

Sao Paulo in July and London in August.

The 'nature-positive' animated pop-up campaign will also take place in Panama, Colombia (Bogota), Ecuador, Guatemala, Curaçao and Uruguay.

Underlining L' OCCITANE en Provence's commitment to sustainability, reducing waste and protecting biodiversity, the Paris animated pop-up stores cocooned the customer in a soothing, natural environment that included real flowers and the sounds of birds and locusts. Central to the pop-up was a recyclable cardboard tree, crafted from sustainable materials, from which customers could pluck a leaf in exchange for a complimentary on-the-spot treatment such as a hand massage or skin diagnosis. Each leaf contained a pack of flower seeds for customers to plant and nurture in their own pots and gardens.

To support biodiversity, L' OCCITANE Travel Retail also offered one percent of its April sales to support tree planting through the Office National des Forêts (ONF) in France. Through the L' OCCITANE Foundation and this initiative, approximately 40 hectares of forestland in France will be regenerated.



During the Earth Day *nature positive* animated promotion, the brand highlighted its sustainable product ranges, offering customers an interactive eco-game with QR code and travel retail exclusive limited edition of the brand's iconic Shea Butter Hand Cream. Made from organic Shea Butter sustainably-sourced from Burkina Faso, this nourishing cream contains 96% natural origin ingredients and is presented in a 95% recycled aluminum tube. It is the best-selling hand cream marketed by L' OCCITANE Travel Retail worldwide.



Puig acquires a majority stake in Swedish luxury brand Byredo

Puig has acquired a majority stake in Byredo, the iconic Swedish luxury brand founded in Stockholm in 2006. Byredo produces a full range of beauty, home, leather goods and accessories sold in 55 countries in the world's leading retail points.

The acquisition of Byredo will reinforce Puig's high-end positioning with a brand beyond beauty that Puig says "has redefined luxury and owns a true hearted direct-to-consumer approach."

Puig will continue supporting the development of the brand, boosting and nurturing its current positioning. The entry of a brand as compelling and authentic as Byredo, with a solid product portfolio, a strong ESG commitment and a new luxury positioning, will enhance Puig as House of Love Brands, said the company announcement.

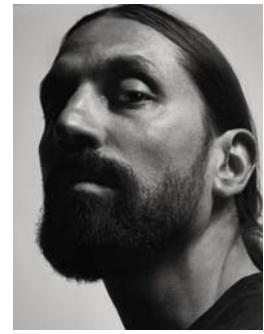
Byredo Founder Ben Gorham and Manzanita Capital will both remain as shareholders. Ben Gorham will continue his creative leadership (Chief Creative Officer) and Manzanita will remain committed to the long-term growth and vision of Byredo.

"We are thrilled to welcome Byredo, as it perfectly reinforces Puig's purpose of empowering people's self-expression, and a strong and conscious commitment in the ESG agenda. Puig will contribute our expertise and resources to the development of this unique brand, which represents modern luxury with a strong consumer connection," declared Puig.

Chairman and CEO Marc Puig. "This new acquisition marks a key milestone in Puig's ambition to develop a business with a strong portfolio of purpose-driven brands."

"We are very proud and enthusiastic to partner with a such high caliber founder as Ben Gorham to join our brands ecosystem. Byredo has built a culture and a tribe that people want to belong with," said Manuel Puig, Vice Chairman and Chief Sustainable Officer.

"I really believe that Puig's experience with founder-led brands in beauty and fashion will help us realize our full potential in multiple categories. Puig has demonstrated a competitive and disruptive approach to building business – something that truly resonates with the culture that is Byredo," says Ben Gorham, Founder and Chief Creative Officer.

BYREDO


Ben Gorham, Byredo
Founder & CCO

IWSR: Global Beverage Alcohol rebounds in 2021, value reaches US\$1.17 trillion

New IWSR data reinforces alcohol's resilience and status as an affordable luxury, as value growth significantly outpaces volume growth. See some highlights below.

Global beverage alcohol value grew by +12% last year to reach US\$1.17 trillion, making up for COVID-driven value losses of -4% in 2020. According to extensive new data from London-based IWSR Drinks Market Analysis, total alcohol volume grew by +3% in 2021, after losses of -6% the year prior.

IWSR, examining industry data from 160 countries, forecasts compound annual volume growth of just above +1% for total beverage alcohol over the next five years, as COVID restrictions continue to ease.

"Our latest data shows encouraging signs for the continued recovery of beverage alcohol," says Mark Meek, CEO at IWSR Drinks Market Analysis. "The market rebounded far more quickly than expected and, in value terms, 2021 is now above 2019. Premiumization continues unabated; beverage alcohol e-commerce also continues to grow, although at a more moderate rate; and the trend towards moderation continues, with no/low-alcohol products seeing ongoing growth from a relatively low base. Despite the industry's current and future challenges – ongoing supply-chain disruptions, inflation, war in Ukraine, travel retail's slow return to pre-2019 levels, and China's zero-COVID policy – beverage alcohol is in a strong position."

Has the beverage alcohol market recovered from the pandemic?

The global beverage alcohol market is expected to surpass 2019 volume within the next two years. While beer, cider and international spirits have not yet reached 2019 volumes, they have all met or surpassed 2019 levels in value terms. Wine has also surpassed 2019 value levels, though overall global category volumes are expected to continue on a downward trajectory.

What is the outlook for the spirits category?

Total spirits volume grew +3% in 2021, and value increased by +15%. This growth was driven primarily by consumers continuing to treat themselves to higher-end products, while also becoming more comfortable with making cocktails at home during pandemic lockdowns – a learned behavior that consumers can quickly pivot to when inflation hits. IWSR forecasts that spirits volume will grow by +5% and value by +15% (2021–26).

Total whisky, which commands about a quarter of all global spirits volume (excluding national spirits such as baijiu, soju, and shochu), is expected to post volume growth of +23% and value growth of +29% over the next five years. Growth will continue in whisky's largest global markets – India and the U.S. The whisky category in India will see volume growth of +23% (2021–26).

In the U.S., by the end of this year, whisky will be bigger than vodka by volume – for the first time in almost two decades.

Global volume growth will also continue in almost all other spirits sub-categories over the next five years, including gin (+24%), Cognac (+23%) and rum (+13%).

Will growth in agave-based spirits plateau?

Last year saw higher than expected growth in agave-based spirits, which is forecast to deliver significant global value increases 2021–26, at +67%. In the US – the world's most valuable market for agave-based spirits – the category will become larger by dollar value than US whiskey by the end of this year. In the UK, the category's most valuable market in Europe, agave-based spirits are forecast to grow by more than +88% in value 2021–26, albeit from a relatively low base.

Will premiumization continue?

Premiumization continues unabated for spirits and wines in the premium-and-above price tier. Premium-plus spirits (priced US\$22.50+) are forecast to grow by more than +50% in value in the Americas 2021–26; over +40% in Africa and the Middle East; over +20% in Europe, and just under +20% in Asia-Pacific. In fact, the single largest driver of beverage alcohol value over the next five years will be the growth of premium-and-above national spirits in Asia-Pacific. Globally, wine in the premium-and-above price band (US\$10+) grew by +12% in value last year, and is forecast to increase in value by +16% 2021–26.

What consumer trends are driving future consumption?

Millennials led the global consumption bounce-back last year, being the generation least affected by the pandemic's restrictions; these consumers (now aged 25–40) are more adventurous than older generations, and with their significant spending power and focus on 'less but better,' they tend to purchase more premium products.

Millennials, and in some cases Gen Zs, are amongst the highest spenders on wine in markets such as Australia, Sweden, the U.S., and the UK. It remains to be seen if this trend continues, with governments withdrawing COVID support packages and a probable increase in unemployment rates in many markets.

The underlying consumer trends in the global beverage alcohol market include: 'better for me' consumer drivers, such as moderation, ingredient quality and functional benefits; 'better for the world' values, including sustainability and social equality; and online interaction, both via e-commerce and social media, as well as new ways to engage through NFTs and the metaverse.

Global alcohol ecommerce continued to grow last year (+16% in value 2020–2021), although this was at a slower rate than in 2020 (+45% in value 2019–2020).

"Challenges remain, including whether bars and restaurants will continue to attract consumers who have grown comfortable with ecommerce and at-home consumption; whether consumers will accept price increases on their preferred brands; and whether inflation and supply-chain issues will lead to consumers down-trading and gravitating towards local rather than imported products," adds Meek.

Note: The report also looks at wine, beer, RTDs, and the no/low-alcohol category.

Heineken Silver launches in cruise and ferry sector

Heineken Silver, a new, extra-refreshing lager brewed to 4% ABV, is now launching in the global cruise and ferry sector.

Crafted using an ice-cold brewing process at -1°C to create a crisp flavor and subtle finish, Heineken Silver is carefully balanced to provide a lighter drinking profile that works across a wide spectrum of drinking occasions. Heineken believes that no other beer has been developed with such a precise focus on the specific needs of its target audience.

Heineken Silver is launching in cruise and ferry markets throughout 2022, initially available in 330ml bottles. To provide optimal reach to Gen Y and Gen Z, the physical launch was preceded by a social media campaign launch in the metaverse as 'the world's first virtual beer'.

"With its refreshing and easy-to-drink taste profile, Heineken Silver is the ideal onboard drink for any occasion," said Christian Klimpke, Global Account Manager Cruises, Heineken Global Duty Free.

Virgin Voyages Edgar Pacheco wins 2022 Diageo World Class Cruise Bartender of the Year- will now compete in World Finals

Virgin Voyages bartender **Edgar Pacheco**, from Cancun, Mexico, was crowned the Diageo World Class Cruise Bartender of the Year on May 31 during the final stage of the cruise competition in Diageo's Miami office. He will now move on to represent the cruise industry at the World Class Global finals.

Pacheco competed against five other contenders from four cruise lines: **Santos Mercedes** (who won the title in 2015) and **Alexandra Muresan** from Celebrity Cruises; **Patricio Salles** from Princess; **Gerlie Arbolente** from Norwegian and **Danny Judge**, also from Virgin. The event took place at the Diageo Bar, which had opened for the first time since the pandemic just a few weeks earlier.

World Class is the largest and most respected bartending competition in the industry and has been taking place for the past 13 years. Diageo says that World Class has been instrumental in transforming cocktail culture around the world and over the years, has trained more than 400,000 bartenders from across the world.

Pacheco will now join 49 other "best bartender" finalists from across the globe in Sydney, Australia in September where they will compete for the title of "Best Bartender of the Year."

The Miami competition was MC'd by Los Angeles-based **Adam Fournier**, who is the 2021 World Class U.S. Bartender of the Year, and a Top Five Global Bartender.

The three 2022 Cruise ambassador judges were also heavily involved in the program: **Laura Newman** is the 2018 World Class U.S. Bartender of the year, the first woman to win the U.S. title. She has been a national finalist for numerous other cocktail competitions as well. She currently owns and operates Queen's Park in Alabama.

Nathaniel Capannos is a bar manager, consultant, cocktail creator and another former World Class competitor, most recently placing in the U.S. Top 5 in 2021.

Marla White, head bartender for **Lona Cocina Tequileria**, is also a World Class Cruise Studio Educator. Her work has been featured nationally in magazines like UpRoxx and Forbes.

White helped prepare this year's class of bartenders for the competition, through the **World Class Studios**, a platform created by Diageo to help educate and inspire bartenders around the world through access to online training modules.

Specifically for World Class Cruise, Diageo organized four weekly online sessions for the participants, where they received training to get them ready for the final competition. Marla White was in charge of the training and was the World Class Ambassador this year.

Two challenges test creativity

The Cruise competition consisted of two challenges. In the first challenge, the six competing cruise bartenders had to present an original cocktail to the judges, created by using one of four "topics" that had been covered in this year's World Class Studios training modules, taking into consideration sustainability, diversity and community.

One challenge involved "Underground Agriculture" using geophytes (plants with tubers, corms or rhizomes). The bartenders had to use geophytes to craft a homemade syrup and build a "beautifully balanced" cocktail using Don Julio tequila. In the Culture Club/Seasonality module, the bartender had to take an agricultural ingredient that means something to them, preserve it and incorporate it in a Don Julio cocktail.



Virgin Voyages' Edgar Pacheco creating one of his winning cocktails to garner the 2022 World Class Cruise Bartender of the Year title.

The two other modules featured Ketel One vodka. In Home Brew, the cocktail had to be inspired by a unique, community home brew (coffee, tea, beer, kombucha) combined with Ketel One, and in the Community Spirit module, the cocktail-maker had to recognize that bars, pubs, cafes, and restaurants are integral community gathering places, even onboard cruise ships, and had to create a cocktail that benefited their local community, either through financial gains such as funding or by purchasing of local ingredients.

Each of the original six competitors had five minutes to create three serves, and the top four went on to the second challenge. Entitled "Wanderlust," the bartenders had seven minutes to create two original cocktails representing two different countries or parts of the world.

An essential part of each presentation was the story and commentary that accompanied the preparation of the cocktail. Winning bartender Pacheco based his first cocktail on the legend of a famous ship that had wrecked hundreds of years ago. It had been loaded with treasures including rich spices. Along with his very entertaining story, his winning cocktail featured a selection of the spices that had been lost.

NEW ROUTES

JetBlue to launch first service to Canada through YVR

On June 9, 2022, JetBlue will start service between Vancouver International Airport (YVR) and John F. Kennedy International Airport (JFK) in New York City.

YVR is the first Canadian airport to welcome JetBlue. The new nonstop service to JFK creates an important connection between the two regions for both business and leisure travel.

JetBlue will fly daily from JFK to YVR, at 6:59 p.m. – 10:26 p.m. and provide "red eye" service from YVR to JFK at 11:30 p.m. – 07:48 a.m. (+1 day).

Low-cost Norse Atlantic Airways launches direct flights between Berlin - U.S.

Low-cost Norse Atlantic Airways has announced that it has opened ticket sales for direct flights between the United States and Berlin, Germany on www.flynorse.com.

Bjorn Tore Larsen, Founder and CEO of the airline says that this opening marks a milestone for the company and heralds a new era for both U.S. and European customers seeking good value, choice and quality service when choosing to travel across the Atlantic.

Flights will operate daily from New York (JFK) direct to Berlin beginning August 18th with fares starting from an unprecedented \$120 one-way. The airline will also serve Los Angeles (LAX) direct to Berlin three times a week from August with fares starting from as low as \$138 one-way.

Larsen made the announcement at the UP.Summit, an annual gathering of leaders in transportation innovation hosted by investment firm UP.Partners.

EMPLOYMENT OPPORTUNITIES
Otis McAllister

Otis McAllister
has an immediate opening for an
Assistant Trade Marketing
Manager
in its Travel Retail division

Mission:

The Assistant Trade Marketing Manager within Otis McAllister's Travel Retail division will be responsible for managing, driving, and reviewing the Sales and Marketing plan for Otis McAllister's Travel Retail division.

They will take ownership of implementing brand activities specific to the customers, retailers and suppliers strategies to successfully position the brands.

Responsibilities will include but not limited to:

Promotional Execution.

Key Customer Management encompassing assortment review, pricing and margin analysis, and in store presence.

Compile Market Management reports for the sales and marketing team.

Prepare customer and vendor meeting presentations.

Assist with tradeshow coordination.

Assist with invoicing and budget tied to trade spend and tradeshows.

This position does entail traveling

Desired Skills and Experience

Excellent customer service and client relations skills.

High Proficiency in Microsoft Office (specifically Power Point & Excel).

Experienced in Adobe Creative Suite (specifically Photoshop and In-Design).

Strong project management skills.

Bachelor's degree in business or marketing

Bi-lingual in English & Spanish preferred.

Work experience in Travel Retail industry preferred

Interested candidates please contact Regine Merisier,

Trade Marketing Manager
rmerisier@otismcallister.com


MONARQ Group

is looking for an

Export Order Coordinator

to join our Miami team. This is a full-time position. You will be working in an energetic, international, and entrepreneurial environment, liaising closely with multiple internal and external stakeholders, such as regional management, suppliers and our distribution partners across the region as well as your colleagues in Amsterdam, The Netherlands. This is a dynamic position with responsibility for all aspects related to the processing and settlement of orders to USA Duty Free from both our suppliers and our Miami based warehouse.

Key responsibilities:

Order fulfillment: entering, purchasing, processing and invoicing export orders.

Important link between regional managers, suppliers and customers.

Coordination of the logistics process, including transport and documentation.

Maintain communications with both customers and suppliers.

Qualifications required:

Minimum 2-3 years relevant working experience in order processing and / or supply chain management.

Associates Degree or equivalent in Business, Supply Chain Management, Logistics or a similar discipline.

Effective communication and problem-solving skills.

Strong administrative, organizational, analytical and planning skills.

Team player and multi-tasker.

Proficient Microsoft Office skills.

Working knowledge or experience with "Exact" or other order processing software, such as SAB, is a plus. Fluent in English, Spanish and other languages are a plus.

About Us:

MONARQ Group is a leading independent regional import, distribution & marketing group of premium alcoholic beverages across Latin America, the Caribbean as well as the US duty free channel, including cruise-ships. We handle the import, distribution and marketing of a portfolio of well-known FMCG A-brands of alcoholic beverages.

The company has offices in Miami, Mexico City, Santiago (Chile), St Maarten and a global head office in Amsterdam, The Netherlands. www.monarqgroup.com

MONARQ is an equal opportunity employer.

To apply for this position, please go to LinkedIn <https://www.linkedin.com/company/monarq-drinks-distribution-marketing-group>

or send your resume to careers@monarqgroup.com


Tairo International

has an immediate opening for an

AREA MANAGER
Job Description:

Your responsibilities include, but not limited to:

Working with marketing to plan and executing visual merchandising initiatives; training and working with sales staff; monthly sales reporting and analysis; forecasting; maintaining promotion calendar including store level events; assist field in opening of new doors, etc.

Minimum Qualifications:

- bachelor's degree in business or related field
- Minimum 2 years' experience in a TR sales position
- Ability to travel 50% of the time

Required Skill Sets

- Project Ownership; relentless attention to detail; speed in execution; passion for the brands; analytics; ability to organize and prioritize workload; excellent verbal and written communication, organizational, multi-tasking, attention to detail, and problem-solving skills.

Also: Proficiency with Outlook; proficiency in Excel/PowerPoint/Word; Strong presentation skills; Fluent English & Spanish written and spoken; Ability to travel.

Salary:

- Pay commensurate with skill set and relevant experience level.

- Job Type: Full-time

Benefits: Full scope of excellent benefits

Please send resumes to: Rosane Garcia at Rosane@tairo.com