

TFWA converts Asia Pacific Conference and Trade Show into a 2-day in-person networking format

In an effort to provide a live forum in which the Duty Free and Travel Retail industry can meet within the current health and financial restrictions, the Tax Free World Association announced that for 2022, the TFWA Asia Pacific Exhibition & Conference will be replaced by a two day in-person networking event in Singapore.

The networking event will take place at the **Marina Bay Sands Expo & Convention Center on May 10-11**, which is same week as the originally scheduled exhibition.

The networking sessions will be strongly supported by the Asia Pacific Travel Retail Association (APTRA), and will provide those with an interest in the Asia-Pacific duty free and travel retail market a venue to hold business meetings and to “gather together at long last” said TFWA President Erik Juul-Mortensen during an online press conference.

Emphasizing that the event is neither a trade show nor a conference, he added: “Our focus is on networking, but we will hold some workshops in an “a la carte” manner over the two days.”

While the program is currently being finalized, it will feature a robust learning element, combining conference and workshop components to be held over the course of the event.

The Association will also host

its popular TFWA One2One meeting service to provide onsite business meeting facilities to offer maximum opportunities for reconnecting in-person with industry peers.

TFWA is also planning to host several social events, and, health situation permitting, there will be social gatherings at the end of each day.

Although there are no plans to live stream the event at this time, replays of some activities will be available in the days following the event via the TFWA 365 digital platform for those unable to attend physically.

In response to a question from the floor, Juul-Mortensen explained that the TFWA Board canceled the original full event because too many brands were not able to travel or commit to a stand.

Even though Singapore has relaxed many of the restrictions levied during the height of the pandemic, some markets are still under quarantine and it was still “very complicated” to bring in or construct a stand under the current system.

“But people still wanted to attend a live in-person event and we are trying to create an event that meets this very specific need,” said Juul-Mortensen.

Further details will follow as they are announced.

“I am delighted that we are at last able to bring together our industry in the Asia-Pacific region once again. As the industry’s largest and most influential market, Asia-Pacific has long provided a blueprint for the future of the industry, and attendees will have the opportunity to gain an understanding of the current dynamic within the market and how it affects their own business. As the duty free and travel retail industry continues in its tentative recovery, it is essential for events such as this to take place and provide a platform for businesses to forge and maintain strong working relationships.”

“Both TFWA and our friends at APTRA are very much looking forward to welcoming the industry to a live networking event in Singapore. While we were disappointed not to be able to host an exhibition and conference as in the past - and the decision not to go ahead with this was a difficult one - we’re convinced that each opportunity to meet face to face must be grasped with enthusiasm at such a difficult time. This event will provide a much-needed boost to the industry in the region, will be undoubtedly widely welcomed, and is a huge step in the right direction.”

**Erik Juul-Mortensen,
TFWA President**

APTRA to hold Exchange program with TFWA in Singapore, May 10

APTRA will hold an Exchange and Networking event, in association with TFWA, on Tuesday, May 10, 2022, from 4-6 pm at Marina Bay Sands in Singapore.

The event focus is knowledge sharing on key topics of interest to the travel retail community in Asia Pacific and will be moderated by John Rimmer, Managing Director of TFWA.

“We understand how difficult it has been for TFWA to cancel the exhibition, given the situation in Hong Kong and mainland China and the knock-on effect on international travel. However, we are delighted to announce that, with the support of TFWA, we will host the APTRA Exchange on May 10,” said APTRA President Sunil Tuli.



APTRA
President
Sunil Tuli

The APTRA Exchange is open to all APTRA members and non-members attending the TFWA program.

Canada removes pre-entry COVID test requirements; FDFA: “land border stores on the road to recovery”

In a huge shot of good news for the Canadian land border duty free operators, the Government of Canada this week announced that effective April 1, 2022 at 12:01 am EDT, fully vaccinated travelers will no longer need to provide a pre-entry COVID-19 test result to enter Canada by air, land or water.

Fully vaccinated travelers seeking to arrive in Canada before April 1, 2022, must still have a valid pre-entry test, and travelers arriving to Canada from any country may still be subject to random testing.

The Frontier Duty Free Association, which had been in the forefront of heavy lobbying to have the testing measures eliminated, issued a statement declaring that the removal of testing will allow land border stores to “start on the road to recovery.”

“The news that fully vaccinated travelers will no longer have to be tested for COVID-19 at the land border will allow border businesses like land border duty free stores to get on the road to recovery. This could not be more welcomed news and we are grateful to the federal government for hearing our plea and having our back as we continue to struggle to recover.”

The removal of the testing requirement was also hailed by Canada’s airlines.

“People are eager to travel and the end of pre-departure testing will provide travelers with more certainty, allowing them to plan their next trip with more confidence,” said David Rheault, Vice-President, Government and Community Relations at Air Canada.

For partially or unvaccinated travelers who are currently allowed to travel to Canada, pre-entry testing requirements are not changing.

Starboard unveils Tuscan-inspired luxury collections, sustainable shopping aboard Costa Cruises' newest ship

Starboard Cruise Services has unveiled its latest shipboard retail experience with long-standing partner, Costa Cruises, onboard the new *Costa Toscana*. The cruise line maintains a fleet-wide commitment to responsible innovation, which is reflected in its retail program.

Costa Toscana is the cruise line's second ship powered by liquefied natural gas (LNG) and the onboard retail program focuses on sustainable offerings, European designers and Costa-exclusives. *Costa Toscana* set sail for her inaugural Mediterranean voyage, March 5, 2022, from Savona, Italy.

The **Galleria Shops** on *Toscana* span more than 5,500 square feet across two decks, and are designed to allow guests to discover a traditional Tuscan retail experience while sailing the Mediterranean Sea. The Galleria includes 13 dedicated boutiques that offer curated merchandise from global brands to new collections across a full range of lifestyle products including apparel, handbags, watches, beauty, fine jewelry and more.

Retail Concierge services, a Costa-exclusive, returns after launching on *Costa Smeralda* in 2020. The personalized service offers convenience and high-touch individualized attention to guests where they can make purchases from their stateroom, book private shopping appointments and schedule concierge-led store outings.

"Our long and successful partnership with Costa Cruises uniquely positions us to curate an unparalleled vacation shopping experience. *Costa Toscana*'s Mediterranean ports, exclusive selection of retail offerings and high-touch services will naturally appeal to Costa's worldly guests," says Lisa Bauer, President and CEO of Starboard.

Eco-Luxury Offerings

Reflecting *Costa Toscana*'s commitment to sustainability, the



Engrace Diamonds collection, the world's first lab-grown diamonds offered at sea, are debuting on Costa's fleet. The engineered diamonds are produced with 85 percent less water and one-seventh of the environmental impact, compared to traditional diamond mining. Engrace Diamonds are created from pre-existing diamond seeds, made under the same conditions that occur below the earth's surface, using high-pressure, high-temperature technology and crystallized to mature for six to 10 weeks. The diamonds are evaluated by the same world-renowned labs that certify earth-mined diamonds across the industry for the 4Cs – cut, clarity, color and carats. The collection includes ethically sourced rings, bracelets, earrings and pendants.

Additional responsible retail offerings include vintage luxury from **What Goes Around Comes Around's** curated selection of the world's most sought-after designer handbags and scarves, such as Louis Vuitton and Chanel.

Costa Cruise Debuts

While the ship sails in the Mediterranean, the shops will bring the destination onboard with a range of new international brands debuting on Costa, ranging from curated jewelry, to watch and beauty products.

Among these are:

Diamanti per Tutti creates ethically-sourced fashionable diamond accessories in Belgium

Olivia Burton is known for its vintage-inspired British watches.

Yunik watches offers cases handcrafted from Murano glass, combined with Swiss craftsmanship.

Diego Dalla Palma is a historic Italian beauty brand known for its expertise in makeup, skincare and hair care.

"Costa's continued collaboration with Starboard has resulted in distinctive and successful retail offerings on our ships. With our recent rebranding, cruise retail is an integral component of our guests' voyages and onboard experience. We look to partners like Starboard to be as innovative and devoted as we are to our new focus on exploring destinations sustainably," says Mario Zanetti, President of Costa Cruises.

For the rest of 2022, *Costa Toscana* will sail weeklong cruises in the Western Mediterranean with six destinations, Savona, Marseille, Barcelona, Valencia, Palermo and Civitavecchia (Rome).



Yunik, "Just Like You" watch collection featuring cases made out of Murano glass.

CDC lowers cruise ship risk advisory

The U.S. Centers for Disease Control and Prevention (CDC) lowered the travel warning for cruise ships for the second time in a month on March 14. The cruise rating is now a Level 2- Moderate, down from a Level 3. This is the lowest level the agency has reported since the cruise industry suspension began in March 2020 due to the coronavirus pandemic.

As recently as February 14, the CDC had put cruise travel at Level 4 -- the "very high" risk category, which was vigorously protested by the cruise industry.

Cruise Lines International Association (CLIA) had called the advisory "confounding" in light of the fact that most cruise ships operating from the U.S. have reached a 95% vaccination status.

Nine destinations in the Caribbean were also down-graded under the CDC's revised travel recommendations advisory, from 'Level 4: Very High' to 'Level 3: High'. Those destinations included Cuba, Jamaica, Saint Kitts and Nevis, the Bahamas, British Virgin Islands, Turks and Caicos, Dominican Republic.

Australia

In related news, CLIA Australasia reports that the cruise ban in Australia has been extended into April, although some media reports hint at a possible cruise restart when the April deadline expires.

MSC breaks ground at PortMiami for new cruise terminal to be largest in North America

MSC Cruises broke ground on March 10 for its new \$350 million mega cruise terminal in Miami, which will be the largest terminal in North America when it opens.

The four-story building with four embarkation decks will be able to accommodate up to 36,000 passenger movements a day, and feature enough berthing space to serve three latest generation ships simultaneously.

The project, which is projected to be completed by the end of 2023, will allow MSC Cruises to expand its presence in the North American market.

Miami-based Arquitectonica designed the building and Italy-based Fincantieri Infrastructure is the developer.

The new terminal will be able to accommodate MSC Cruises' largest and most environmentally advanced cruise ships, including its current flagship, *MSC Seashore*, and the line's future liquified natural gas-powered World Class ships.

Ships will be able to plug in to the local power grid, in line with PortMiami's plans to enable shore power connectivity. The project will also include a 2,400-space parking garage.

"Our new terminal at PortMiami represents MSC Cruises' commitment to growing in North America and will help drive our expansion in South Florida and beyond," said MSC Cruises USA President Rubén Rodríguez.

"It's also part of our larger sustainability goals, which include deploying our most modern and environmentally advanced ships to North America, the continued development of our one-of-a-kind Ocean Cay MSC Marine Reserve, and our pledge to achieve net-zero emissions by 2050," he said.

Summer Winter sailings 2022:

MSC has announced a full schedule of sailings in North America for Summer 2022 as the pandemic winds down in the region.

Sailing out of Miami and Orlando (Port Canaveral), two MSC Cruises ships will call at Ocean Cay MSC Marine Reserve, the Company's private island destination in The Bahamas. *MSC Seashore*, the Company's flagship, which homeports in Miami; and *MSC Divina*, which will homeport in Port Canaveral.

For the Winter 2022-2023 season, the new *MSC Seascape* will spend her inaugural season in Miami along with *MSC Divina* while *MSC Meraviglia* will sail from Port Canaveral.

PortMiami

PortMiami, the largest cruise port in the world, continues to expand, and recently opened new terminals from Virgin Voyages and Norwegian Cruise Lines Holdings, as well as new construction from Royal Caribbean Group.



Rendering of the new MSC mega cruise terminal under construction at PortMiami.

With theme of "resilience" Seatrade Cruise Global returns to Miami for live event April 25-28

Seatrade Cruise Global, the cruise industry's leading annual business-to-business event, has announced its 2022 State of the Global Industry Keynote lineup, presented in partnership with Cruise Lines International Association (CLIA).

The 2022 conference theme, *resilience*, serves as the framework for an exclusive round-table discussion joining senior leaders from the world's largest cruise lines. Led by returning keynote panel moderator and BBC World News Presenter, Lucy Hockings, the dynamic dialogue will discuss the industry's synergy to create a safe and innovative cruising experience for guests while remaining flexible during ever-changing times.

Panelists will include: **Kelly Craighead**, President & CEO, Cruise Lines International Association; **Arnold Donald**, President & CEO, Carnival Corporation & PLC; **Jason Liberty**, President & CEO, Royal Caribbean Group; and **Pierfrancesco Vago**, Executive Chairman, MSC Cruises

"Our keynote opening session sets the tone for Seatrade Cruise Global 2022, welcoming attendees with a multifaceted dialogue reflective of the times. As so, this year's preeminent event was curated to champion the resiliency of the cruise industry," says Chiara Giorgi, Global Brand and Event Director for Seatrade Cruise. "In collaboration with CLIA and the Florida-Caribbean Cruise Association (FCCA) we continue to develop event protocols that align with those in the industry to ensure optimal attendee experience, while protecting the health and safety of our guests, participants and the public."

The State of the Global Industry Keynote will take place from 9:30 a.m. – 11:00 a.m. on Tuesday, 26 April 2022, highlighting the work of the industry to lead the way as a model for responsible tourism practices as well as its commitment to deliver memorable travel experiences. The discourse will explore topics including resilience and the restart; environmental sustainability; destination stewardship; health and safety; economic impact; the future of cruising.

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Rendering of the new MSC mega cruise terminal under construction at PortMiami.



WTDC President & CEO Sean Gazitua displays Proclamation from Miami-Dade County naming Tuesday, March 8, 2022, as 'WTDC 45th Anniversary Day'.

WTDC celebrates 45 years of business

Family owned logistics business WTDC celebrated its 45th Anniversary on March 8, 2022.

President and CEO Sean Gazitua says this 45 year milestone is a testament to the dedication of its employees and the willingness of the company to reinvent itself over the years. The company was founded in 1977 as the first General Order (G.O.) warehouse in Miami, Florida. Today, WTDC is an internationally respected full-service logistics company and Foreign Trade Zone.

"Serving the logistics needs of our customers is not without its challenges in these times," says Gazitua. "But by building better relationships, planning logistics well ahead, and putting technology at the forefront, we can still help our customers exceed their performance benchmarks."

Sean Gazitua is now the third generation of the family to lead the business after becoming President and CEO in 2017, succeeding his father Ralph L. Gazitua in the position.

The company prides itself on customer service and providing a safe and healthy working environment for its employees. WTDC specializes in global supply chain management, transportation, and Foreign Trade Zone inventory control for the Duty Free and Travel retail industry and provides logistics for electronics, renewable energy components, and other commodities.

"I am so grateful to our employees and customers who will propel us well past our 45th Anniversary" says Gazitua.

Dufry wins new concession contracts at Mexico City's new airport

Further strengthening its footprint in Mexico, Dufry has been awarded two five-year concession contracts at the new Mexico City International Airport, Felipe Ángeles (AIFA) in Santa Lucia.

The initial contract will cover a 652 sqm commercial area with a mix of both duty free and duty-paid shops.

Dufry has been operating in Mexico for the past 25 years and is a major presence in travel retail there.

Felipe Ángeles International Airport is scheduled to open on March 21, 2022. It is located 35km from the current Benito Juarez

International Airport (AICM), and will have two runways, one for civil service and one for military service, helping to ease the volume of air traffic that Mexico City Airport currently handles. The airport was created to meet the demand for civil airport services for the next 50 years, by serving 100 million passengers per year at its peak.

The commercial offer will include all the core product categories such as fragrance & beauty, liquor, tobacco and food, with a wide selection of international brands and local products. AIFA will consider a further increase of

retail space in line with the growth of international and domestic passengers.

Thanking AIFA, Juan-Antonio Nieto, COO for Dufry in Central America, the Caribbean and Mexico said:

"We would like to thank AIFA for the trust they have shown in us and as the leading global travel retailer, we will use our extensive knowledge and expertise of the sector and of the Mexican market in particular, to take the shopping experience in this impressive new airport location, to an entirely different level."

Seatrade Cruise Global

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Beyond the keynote, forums and workshops will explore the latest trends across hotel operations; technology; health and safety, with new sessions on cruise public relations and communications; diversity; experience design and more.

Speakers from Abercrombie & Kent, American Queen Voyages, Atlas Ocean Voyages, Holland America Group, Hurtigruten Group, Norwegian Cruise Line Holdings, Ponant, Silversea Cruises, The Ritz-Carlton Yacht Collection, Variety Cruises, Virgin Voyages and Windstar Cruises will also be sharing their expertise.

2022 Registration now open

With international travel back on the cards, representatives of the global cruise community from over 65 countries will meet at the Miami Beach Convention Center, April 25-28. To register, please click [here](#)



*Arnold Donald,
Carnival Corporation & PLC*



Pierfrancesco Vago, MSC



*Jason Liberty,
Royal Caribbean Group*



*Kelly Craighead,
CLIA*



Royal Salute launches new limited-edition in its couture collection - 'The House of Quinn by Richard Quinn'

Royal Salute has announced the launch of its "The House of Quinn by Richard Quinn", a 200-strong decanter collection of limited-edition blended malt whisky. Forty bottles will be available globally within travel retail, with bottles available on shelf in April 2022.

This is the second release in Royal Salute's Couture Collection, a line of collectable whiskies celebrating cutting-edge creativity in fashion and marks an extended collaboration with British designer Richard Quinn.

The bespoke new blend, crafted by Royal Salute Master Blender Sandy Hyslop, combines some of the finest and rarest malt whiskies from across Scotland, including some laid down in the birth year of Richard Quinn.

'The House of Quinn by Richard Quinn' bottle is hand-blown from black Dartington crystal. Each decanter has been individually numbered to mark its rarity, and hand-painted with a floral design created exclusively by



Richard Quinn, in homage to his bold and colorful collections. The bespoke motif includes gold leaf to finish the look.

The bottle is housed in a black box enhanced with tone-on-tone floral details, and also includes a pocket square, designed and printed by Richard Quinn exclusively for Royal Salute.

Capturing his signature style, the 100% silk accessory takes inspiration from the bespoke floral print that adorns the decanters, in a balanced mix of blue and purple hues, off-set with a white thorned border.

Liya Zhang, Vice President of Marketing, PR TR, commented: "There is an undeniable sense of excitement as travel rebounds following the Covid-19 pandemic and shoppers return to airports. As part of this, we are seeing a clear premiumization trend in the channel, as consumers relish the renewed opportunity to browse highly exclusive and collectable items. This new release is a striking combination of artistry and innovation, and we are delighted to be able to bring this luxurious product to global travelers."

The first 2 GTR-bottlings will be released exclusively at duty free in Heathrow Airport Terminal 5, before rolling out at key luxury travel hubs including Dubai, Tel Aviv and Hainan for an RSP of US\$12,000.

Beam Suntory launches GTR exclusive Bowmore 1965 Precious Metals

Beam Suntory is launching the limited-edition Bowmore 1965 Precious Metals, designed by master craftsman John Galvin, exclusively to Global Travel Retail.

Inspired by the 240 plus year heritage of Bowmore's remote island home on the shores of Islay, John Galvin created four individual presentation boxes which pay homage to craftsmanship and celebrate a part of the distillery's legacy.

Each of the handcrafted oak boxes is adorned with a brass plaque made from the former spirit safe, a fundamental component towards making Bowmore, dating back to 1924.

Bowmore 1965 Precious Metals celebrates a definitive time in the evolution of the distillery as the

1960s represent the golden age of Bowmore.

John Galvin, comments: "Working with Bowmore is always hugely inspiring and rewarding for me so the opportunity to imagine just four unique oak boxes for the 1965 Precious Metals was both exciting and enthralling. Taking a genuine piece of the distillery's legacy and integrating it into the design is so magical as it keeps a part of Islay's very heart and soul connected with this incredible whisky for eternity."

"These projects do not come along very often, but they are a real honor and privilege to be part of when they do."

Manuel González, Marketing Director of Global Travel Retail for Beam Suntory, said: "We're

delighted to present the exquisite limited-edition Bowmore 1965 Precious Metals exclusively to Global Travel Retail. Master craftsman John Galvin captured the essence of the Bowmore distillery and has a proven track record of designing incredibly desirable pieces for collectors. With only four bottles available worldwide, our customers are invited to get their hands on unique art that immortalizes the Bowmore craftsmanship and celebrates the brand's rich heritage."

Each of the four bottles are available at a RRSP of \$50,000. The bottle will also be accompanied by a certificate of authenticity and numbered to preserve their rarity. Bowmore 1965 Precious Metals will be available

Kering Eyewear acquires iconic U.S. Maui Jim brand

Kering Eyewear this week signed an agreement to acquire Maui Jim, Inc.

Founded in 1987 in Hawaii, Maui Jim is the world's largest independent sunglasses brand, with industry leading technology. It offers a high-end and highly differentiated product offering and untapped growth opportunities and is fully complementary with Kering Eyewear's existing portfolio

Maui Jim is an authentic brand that offers a broad spectrum of high-quality sun and optical frames sold in more than 100 countries.

The acquisition of Maui Jim represents a major milestone in the successful expansion strategy of Kering Eyewear.

Their complementary distribution networks and product offerings will contribute to amplify the growth potential through the expansion of Maui Jim's geographical footprint and the ability to gain new customers, more focused on innovation and functionalities. Through this combination, Kering Eyewear reaches new levels, with revenues materially ahead of the billion-euro mark on a full-year basis and profit margins further improving.

The transaction is subject to the clearance by the relevant authorities and is expected to be completed in the second half of 2022.

at Dubai, Taiwan, Hong Kong and Amsterdam. The first bottle will become available at the Taipei Downtown DF store beginning March 11, 2022.





VICTORINOX

SUPPLY SIDE: NEW & EXCITING

TRAVEL MARKETS INSIDER

Victorinox unveils Architecture Urban2 collection of business bags and backpacks

Victorinox has strengthened its Travel Gear offer with the launch of Architecture Urban2 – a collection of business bags and backpacks inspired by the functionality of the Swiss Army Knife. The collection is designed with the modern commuter in mind and sets a new benchmark for Victorinox's premium business bags and backpacks.

Thomas Bodenmann, Head of Global Channels at Victorinox, comments: "The premium Architecture Urban2 collection embodies Victorinox's commitment to elevating the customer experience and creating products that support the everyday lifestyle. With the added bonus of a personalization feature, Architecture Urban2 is one of Victorinox's most stylish ranges yet that is suitable for use when going to the office, to a business meeting or on holiday."

Items in the collection are more spacious and come with features such as antibacterial treatment.

The five products in the collection feature a sleek design and deliver high functionality. The bags offer 360-degree protection for electronic devices, organizational solutions and maximized storage volume. For additional protection, all bags feature hi-density foam on the outside and the inside device compartment can be closed with a secure stretch fabric. Zippers are positioned to open widely and all the way down.

The antibacterial lining is treated with SILVADUR technology to inhibit the growth of microorganisms in fabric. It can be cleaned up to 40 times and still maintain the benefits of the treatment. The main fabric boasts high water resistance, excellent abrasion resistance, a cotton-like

soft touch, and two-tone visual effects, completed with premium leather touchpoints. All bags additionally benefit from coated zippers on selected pockets, a magnet-closing zipper cover for the main compartment and a sound pocket for ear buds. The backpacks provide lockable zippers on the main compartments and feet on the bottom to limit contact with dirty surfaces.

Inspired by the brand DNA and

functionality of the Swiss Army Knife, Architecture Urban2 pieces can be personalized. Initials and names up to 12 characters long can be engraved on an iconic Swiss Army Knife scale in the color of choice and added to products.

The Victorinox Architecture Urban2 collection offers a global 1+10 years warranty and is available now in travel retail, specialty shops, Victorinox stores and online.



The multi-award winning rums from The Equiano Rum Co. – the world's first African and Caribbean rum-- have received a plethora of international praise and recognition and secured national distribution in over 24 markets in less than two years.

To propel its expansion plans further, the brand has enlisted the support from two highly respected Global Travel Retail (GTR) experts – Garry Maxwell and Tim Young.

Garry Maxwell, owner of GMAX Travel Retail, has over 40 years of experience in the GTR industry and built a strong reputation and passion for bringing new and innovative brands to the marketplace.

Tim Young, owner of Young Spirit Consulting, is a familiar figure on the global spirits stage, having over thirty years experience in the wine and spirit field, including lengthy stints with industry leaders Seagram's and Brown-Forman.

Bringing these two accomplished specialists together to lead the expansion of Equiano Rum into Global Travel Retail symbolizes the company's intention to make this one-of-a-kind rum available to consumers all over the world.

"Equiano Rum has an extraordinary story to tell and is a truly unique rum. It is a perfect product for Global Travel Retail, and I am

excited to be partnering with Garry in helping consumers across the world discover it," explains Tim Young.

Maxwell reports that he has already had great interest from Travel Retail customers in Europe and is very much looking forward to attending the IAADFS Show in April to showcase Equiano Rum to customers in the Americas.

Co-founded by highly respected Global Rum Ambassador Ian Burrell, the Equiano rums are created in collaboration with IWSC & ISC Rum Producer of the Year Richard Seale.

Each bottle of Equiano Original is a limited-batch blend from one of the best emerging distilleries

in the world, Gray's in Mauritius, and the world-renowned Barbadian distillery Foursquare.

Equiano is 100% true rum, completely uncompromised, natural with no spices, no additives and no added sugar. It's just rich and deep in flavors that come from the ex-Cognac and ex-Bourbon barrels in which it matures.

Equiano honors the legacy of their namesake, Nigerian-born writer, entrepreneur, abolitionist and freedom fighter Olaudah Equiano.

For more information, contact Garry Maxwell and Tim Young at g.maxwell@gmaxtr.com and tim@youngspiritconsulting.com or see them at Booth #220.

Garry Maxwell, Tim Young set to expand award-winning Equiano Rums in Global Travel Retail