

## DFWC Q1 KPI Monitor: Travel Retail numbers rebound beyond pre-pandemic levels

Global travel retail has reached a milestone. According to the latest Duty Free World Council (DFWC) KPI Monitor for Q1 2025, international passenger traffic has not only recovered from the impact of COVID-19, it has also surpassed pre-pandemic benchmarks across all world regions, including Asia Pacific, for the first time in over five years.

The quarterly KPI monitor, produced exclusively for the DFWC by Swiss consumer insights agency m1nd-set, also reveals a series of shifts in shopper behavior, and underscores several strategic priorities for the global duty free industry. Providing crucial insights into the evolving landscape of the sector, the DFWC Monitor highlights the resurgence of international passenger departures, evolving purchase drivers, and the importance of pre-trip engagement in shaping shopper behavior.

Global passenger recovery is now a reality, demonstrating robust growth vs the pre-pandemic era across all world regions. According to DFWC, international passenger departures surged to 505 million in Q1 2025, 116% of Q1 2019 levels. The first quarter of 2025 saw over 200 million international departures in Europe, also 116% of Q1 2019 levels. Traffic in Asia Pacific reached more than 140 million departures, 108% compared to the pre-Covid level.

The largest percentage increases can be seen in the Americas with traffic at 126% and 122% of Q1 2019 levels in North and Latin America respectively, while in the Middle East traffic was at 125% of the pre-Covid level.

The world's busiest airports for international departures in Q1 2025, according to the DFWC Monitor, were Dubai International Airport with 13.1 million passengers, London Heathrow at 11.2 million and Singapore Changi with 10.9 million. Seoul Incheon International Airport follows in fourth rank with 10.4 million passengers and Hong Kong International Airport completes the top five, recording 9.2 million passengers in Q1 2025.

The top nationalities contributing to international departures in Q1 2025 were the United States (50.4 million), the United Kingdom (34.7 million) and Germany (26.8 million). China and India complete the top

five ranking nationalities with 22.4 million and 20.8 million passengers respectively.

"The resurgence of international mobility is a welcome milestone not just for airports and airlines, but also for the entire travel ecosystem - retailers, brands and beyond," commented **DFWC President Sarah Branquinho**. "But along with the numbers comes a message: travelers are back, but they're not shopping the same way. Experience is as important as price, and expectations are higher than ever."

### Shifts in shopping behavior

The DFWC KPI Monitor identifies a notable shift in the factors motivating travelers to make purchases in duty free shops. While *Good value for money* remains important (28%), its influence has slightly decreased compared to Q4 2024.

Significantly, *Convenience* remains a strong driver, increasing to 20% in Q1 2025, up from 18% in Q4 2024, indicating that ease and efficiency are becoming increasingly important to shoppers.

Other key purchase drivers include *Suitable as a self-treat* (16%), *Enough time to choose* (15%), *To indulge myself* (14%) and *Loyalty to brand* (12%).

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TOP 10 AIRPORTS January – March 2025 International Departures	
DXB - Dubai, AE	13.1 M
LHR - London, GB	11.2 M
SIN - Singapore, SG	10.9 M
ICN - Seoul, KR	10.4 M
HKG - Hong Kong, HK	9.2 M
AMS - Amsterdam, NL	8.9 M
CDG - Paris-De Gaulle, FR	8.8 M
BKK - Bangkok, TH	7.6 M
FRA - Frankfurt, DE	7.5 M
KUL - Kuala Lumpur, MY	6.8 M



TOP 10 NATIONALITIES January – March 2025 International Departures	
United States	50.4 M
United Kingdom	34.7 M
Germany	26.8 M
China	22.4 M
India	20.8 M
France	20.2 M
South Korea	17.0 M
Italy	16.8 M
Spain	16.5 M
Canada	13.8 M

## DFWC Q1 KPI Monitor reveals shift in the factors motivating travelers *Continued from page 1.*

While traffic is up, barriers to purchase remain, with apathy and unwillingness on the increase. The most cited reasons for not buying include *No intention to buy anything* (18%) and *Unwilling to carry more items* (17%) in first and second place.

Encouragingly, price perception is improving compared to previous quarters. *Price perception compared to home* ranks third as a barrier to purchase at 15%, down from 17% in the previous quarter and *prices compared to destination* as a barrier, down from 15% in Q4 2024, to 12%.

The Monitor underlines the need for more effective, value-driven promotions tailored to the specific needs and preferences of travelers. The *Lack of motivating promotions* (14%), and *Buying elsewhere* (12%) are other commonly cited reasons for not purchasing.

The DFWC KPI Monitor also provides insights into how travelers plan duty free shopping, revealing no change in their planned vs impulse behavior from the previous quarter, however. The Monitor reports that 27% of shoppers are *Specific Planners* who know exactly what they want to buy; 43% are *Undecided Planners* who have some ideas but remain open to suggestions from the sales staff, and 30% are *Impulse Buyers* who make unplanned purchases on the spur of the moment, encouraged by in-store merchandising, promotions or the sales staff.

According to m1nd-set, the planning and impulse shopping behavior indicates a dual opportunity.

Peter Mohn, owner & CEO of m1nd-set explained: "There is a clear need to inspire purchases early

in the journey via airline websites or booking platforms and, at the same time, to stimulate spontaneous conversion in-store through standout displays and activations. Interestingly, only 18% of travellers conducted general online searches for duty free offers before their trip, and just 11% visited retailer websites. Social media had an influence on 12% of shoppers, and the same percentage (13%) noticed either a special promotion before travel or an advert or billboard.

"Brand websites and other shopping-related websites are the least common sources for information with only 8% and 9% of shoppers seeking information on the duty free shopping offer in these environments. This underlines the untapped potential of pre-travel digital engagement, and the

importance of building stronger omnichannel ecosystems to capture travelers' attention before they reach the airport," he notes.

Among the most positive findings in the Q1 DFWC KPI Monitor is the crucial role of sales staff in influencing shopper behavior. Nearly half of shoppers (47%) engaged with staff during their last duty free visit, up from 45% during the previous quarter, and 72% felt positively influenced by the interaction.

"As differentiation through product alone becomes harder, the ability of staff to engage travelers personally, culturally, and emotionally is what will drive sales and brand loyalty. Investments in training, immersive product storytelling, and service empathy are not just desirable, they're essential," Branquinho concluded.

## Gebr. Heinemann prevails in a "complex environment" – 2024 revenue up 21%

Gebr. Heinemann concluded the 2024 financial year with a turnover of 4.3 billion euros, up 21% from 3.6 billion euros in 2023.

"We saw a strong performance across the majority of our sales regions, gained many new customers in distribution, and expanded our activities, for example in Africa. This result is very satisfying," says **Raoul Spanger, Co-Chief Executive Officer**.

"We also celebrated several successes that will continue to shape our growth in the future. These included the start of operations at Jeddah Airport and aboard Saudi Arabia's first cruise ship, *AROYA*, as well as Royal Caribbean's *Utopia of the Seas*.

"In addition, we secured tender wins at Noida Airport in India and Keflavik Airport in Iceland, both new markets for our retail business, and at Antalya Airport in Turkey together with ATU Duty Free."

On November 1, 2024, Gebr. Heinemann celebrated its 145th anniversary, a milestone that highlights its enduring legacy as a family-owned business.

**Max Heinemann, Co-Chief Executive Officer**, explains: "We think in generations, and our employees as well as our partners can count on that. I am therefore even more pleased that my cousin, Clara Heinemann, is now the second member of the fifth generation to be actively involved in the company.

"We have grown into a global group of companies. The courage to take new paths is part of our recipe for success, and we see great potential in our innovative capabilities. Innovation is driven by embracing decentralized ideas, by provocation, by creating different views, and by envisioning the future of our industry to unlock underlying potential for the next generation. This requires collaboration on many different levels and across company

boundaries, which we actively promote."

### Key Figures 2024: Gebr. Heinemann Surpasses 4-Billion-Euro Mark

In 2024, Gebr. Heinemann surpassed the 4-billion-euro mark and saw strong performances across most of its sales regions, particularly in its core European market and Middle East Africa as a designated growth region. Heinemann reports that the cruise and inflight segments experienced significant improvement, and the business in Israel stabilized despite difficult conditions.

Spend per passenger has faced pressure in many markets, particularly among Chinese travelers, which has affected operations, especially in the Asia Pacific region and major hubs like Frankfurt.

Heinemann's airport business remained the strongest sales channel (72%), the border-shop

business was second with 8%, followed by cruises and ferries with 6%, and airlines with 3%. In addition, the diplomatic business, free trade zones, military bases, and the NOBILIS GROUP, a beauty distributor and service partner in the German-speaking region, accounted for a turnover share of 11%.

### Sustainability Goals

In 2024, Gebr. Heinemann also made significant strides toward its 2030 sustainability goals.

**Environment:** The company has already reduced emissions by around 50% from the baseline year of 2019, meeting its 2024 interim target. The company is on track to meet its Scope 3 goals through collaboration with suppliers. It has also made progress on its **Social, Governance, and Responsible Value Chain** (through partnerships with L'Oréal, Diageo, Tony's Chocolonely and EssilorLuxottica).



## Avolta expands at JFK Terminal 5 with new dining, retail, and video gaming experiences

Avolta has announced two new contracts at JFK International Airport Terminal 5 through its Hudson and HMSHost subsidiaries, including a 10-year deal to revamp the terminal's dining experience.

Hudson has secured a seven-year contract to launch a Manhattan-inspired retail store and JFK Terminal 5's first immersive video gaming lounge. Simultaneously, HMSHost will debut six new restaurants spanning over 725 square meters, beginning in 2025.

The contracts were awarded by Fraport USA, the concessions developer and manager selected by JetBlue, and are designed to further elevate the traveler experience.

"Our vision for JFK Terminal 5 is bold. New York's world-class culinary scene deserves to be reflected in its airport dining," said Steve Johnson, President and CEO, North America, Avolta. "We appreciate the confidence that the Port Authority of New York and New Jersey, Fraport USA, and JetBlue have in us and our joint-venture partners and that they share

in our excitement to transform the traveler experience. 2025 will be a landmark year for Hudson and HMSHost as we expand our retail and F&B operations in several terminals at JFK, one of the busiest airports in North America."

The new dining venues will showcase New York's diverse culinary scene, offering authentic Italian and Mexican flavors alongside a locally inspired restaurant and bar designed exclusively for T5 travelers. Featured dining concepts include:

**Benateri's**, featuring signature Italian sandwiches from a classic NYC deli; **Big Bourbon Bar NYC**, an exclusive concept showcasing locally sourced Hudson Whiskey; **Eataly**, offering authentic Italian antipasti, pasta, pizza, and wine; Mexican food from **Dos Toros Taqueria**, and salads from **Chopt**.

Avolta's new retail offering at Terminal 5 is **Park Ave Emporium by Hudson**, a concept inspired by Manhattan's Park Avenue.

Designed for convenience, it



Rendering of the new Terminal 5 concourse design. Photo Credit: LGA Partners.

will offer self-checkout for fast transactions, along with locally sourced souvenirs, gifts, and travel essentials.

Avolta will also introduce **Gameway**, the terminal's first premium video gaming lounge. Gameway will feature high-end console and PC gaming stations, retro games, and refreshments, creating a unique entertainment

destination for JetBlue customers.

This latest agreement further expands Avolta's footprint at JFK, adding to its recent contracts for nine dining venues in Terminal 4 and retail and F&B concessions in Terminal 8. With existing operations in Terminals 1, 4, 5, 7, and 8, Avolta is set to grow even further with new locations planned for Terminal 6 in late 2025.

## Harding+ brings exclusive Jack Daniel's Single Barrel Collection to Carnival Cruise Line retail stores

Harding+ has announced a limited-edition series of specially selected Jack Daniel's Single Barrel bottles, now available exclusively in the retail stores aboard Carnival Cruise Line ships.

This exclusive collection is the result of a special collaboration between Harding+, Carnival Cruise Line, and Jack Daniel's. In October, the teams joined Carnival on a visit to the Jack Daniel's distillery in Lynchburg, Tennessee, where together they handpicked a cask of Single Barrel bourbon. The chosen barrel was then used to fill four distinctively personalized bottles, created specifically for Carnival guests.

The collection includes one bottle featuring the iconic Carnival logo, available across the fleet, and three uniquely engraved bottles available exclusively onboard *Mardi Gras*, *Carnival Valor*, and *Carnival Breeze*.

Each ship in this trio has its own personalized edition. The one-of-a-kind bottles are launching onboard throughout May.

To enhance the guest experience, a Jack Daniel's brand ambassador is currently sailing aboard *Mardi Gras*, hosting a series of tasting masterclasses. The immersive sessions walk guests through the story behind the bottle, flavor profiles, and the craftsmanship behind the special release. Harding+ says the collaboration is a perfect pairing of product and experience.

This marks the first time Jack Daniel's has developed such a bespoke product for the cruise retail environment, and it represents a milestone in the growing partnership between Brown-Forman, Carnival Cruise Line, and Harding+. It's also a strong signal of how cruise retail is evolving - becoming a stage for limited



releases, immersive storytelling, and memorable guest engagement, says Harding+.

Harding+ says it "is proud to lead the way in curating exclusive products that surprise and delight. This partnership with Jack Daniel's reflects the direction we're heading: more personalized, more immersive, and more unforgettable."



Linzi Walker, Chief Commercial Officer at Harding+, said "It's been a real pleasure working with Carnival and Jack Daniel's to bring this idea to life. Our guest insight shows just how valued unique offerings like this are - they help guests connect more deeply with brands they already love and take home something they can treasure long after the cruise ends."

## Port Canaveral investing \$500 million in upgrades

Port Canaveral—currently the second busiest cruise port in the world—is investing upwards of \$500 million in landside and waterside improvements as part of its comprehensive *Port Canaveral Advantage* plan to expand capacity and capabilities across all aspects of its business operations.

*Port Canaveral Advantage* is a port-wide continuous improvement program that identifies near- to long-term needs for enhancements and upgrades to Port assets and operations. Within a five-year planning window, the program includes large-scale, high value critical infrastructure projects associated with new cruise ship arrivals; modernizing and expanding cargo berths and bulkheads; upgrading facilities maintenance; deploying new technologies across a spectrum of operations and renovations to the Port's recreational facilities like Jetty Park.

Among the cruise-related projects about to get underway is the expansion of Cruise Terminal 5 (CT-5). The design project, awarded to BEA Architects of Miami, will increase the terminal's size by 65% to accommodate larger vessels.

The construction is estimated to take 16-months, and the terminal will continue to operate without interrupting scheduled ship turns.

The Port also plans to enhance Cruise Terminal 10 (CT10) to expand its capacity beginning with a feasibility study that is expected to be completed by June 2025. The project calls for expanding the terminal's capacity to accommodate the world's largest cruise ships up to 5,600 passengers and berthing up to 1,200 feet in length.

Exterior upgrades at Cruise Terminal 1 (CT1) will begin in May 2025 to create a refreshed west entrance for cruise guests.

These terminal upgrades are in addition to refurbishments to the adjacent cruise parking garage.



*Aerial photo of a recent 6-cruise ship day at Port Canaveral  
(Photo: Canaveral Port Authority)*

Other enhancements are being made to the cargo side of the port, involving pier structures, berthing space and harbor deepening, among other developments.

Port Canaveral has played a long-standing role in supporting

America's space program. Two commercial space companies, SpaceX and Blue Origin, have maritime operations at the Port for vessel dockage and for offloading and transporting recovered launch vehicle components.

### NCL's newest ship, *Norwegian Aqua*, homeports at Port Canaveral

*Norwegian Aqua*, Norwegian Cruise Line's new Prima-Plus Class ship, arrived at its new homeport of Port Canaveral in Central Florida at the end of April. *Norwegian Aqua* will operate a seasonal schedule of week-long cruises from her new homeport to destinations in the Caribbean and Bahamas.

Representing a 10% increase in size and capacity from sister ships *Norwegian Prima* and *Norwegian Viva*, *Norwegian Aqua* is the first of the Prima Plus Class vessels. Featuring more outdoor space and the highest staffing levels of any new contemporary cruise ship, *Norwegian Aqua* spans 1,056 feet long and accommodates 3,571 guests at double occupancy.

*Norwegian Aqua* will depart every Saturday on seven-day sailings to the Caribbean and Bahamas through August 2025. Featured ports include Puerto Plata, Dominican Republic; St. Thomas, U.S. Virgin Islands; Tortola, British Virgin Islands; and Great Stirrup Cay, NCL's private Bahamian island which is being upgraded to include a variety of enhanced guest experiences later this year.



*Norwegian Aqua  
docked at Port  
Canaveral's Cruise  
Terminal 10  
(Photo: Canaveral Port  
Authority)*

### PEOPLE



**Adam Moss** has been named North American Airport and Border Lead at Suntory Global Spirits.

Moss has spent the past decade plus with Brown-Forman, most recently as National Account Manager. He returns to a channel and company he knows well, after five years as Travel Retail Area Manager for B-F, and before that US Duty Free/Caribbean Area Manager for Beam.

"I'm grateful for this opportunity to be back working in travel retail and can't wait to start working again with all the amazing people who work in this industry," he wrote in his post on LinkedIn.



**Coty** has appointed **Mette Engell** as Senior Vice President of Global Travel Retail.

Engell has been with Coty for nearly nine years, previously serving as Senior VP of Europe A, and holding leadership roles in Coty's Luxury division, including GM for Luxury Australia & New Zealand from October 2016 to August 2019, and Managing Director for the region until April 2022.

Engell brings over 30 years of experience in the beauty industry, including nearly 21 years in senior roles at Parfums Christian Dior, before joining Coty in 2016.

She succeeds Guilhem Souche, who is leaving the company having served as the SVP of Global Travel Retail since September 2022.



## IFE Lux Group partners with Avolta to expand Rebecca Jewelry in Americas travel retail

IFE Lux Group announces a partnership between Avolta and Rebecca Jewelry in the Mexico duty free market.

The partnership entails the successful launch of a shop-in-shop concept in Cancun International Airport, followed with a rollout to Cabo San Lucas International Airport and Royal Village Shopping Center, the outdoor mall across from the International Pier in Cozumel.

Rebecca Jewelry is a fashion line that is 100% produced in Italy at a factory near Florence. Available in sterling silver and bronze, Rebecca Jewelry is priced between \$100 and \$200. Jewelry in 18K gold is also available at higher price points.

"This is the sweet spot in jewelry pricing now and strongly appeals to women as a self-purchase item," explains Dario Pastorelli, who along with Anna Zordan, founded IFE Lux Group in 2019.

IFE, which stands for "Italianity for Excellence," connects Italian luxury brands with retailers across the U.S., Canada, the Caribbean and Central America. It also represents fine jewelry for men with the Baraka brand; fine Italian gold jewelry for women from Chimento; and luxury handbags from Graziella Braccialini.

"IFE only represents brands that are made 100% in Italy. Rebecca is a fashion brand that is made in a factory close to Florence. This factory makes non-precious jewelry for some of the top-name Italian brands, so that reflects the quality. We have been working with them for many years.

"We use top notch materials, 100% Made in Italy, offering quality and affordability. To keep the price point within the \$100 - \$150 range, especially as it is made in Italy, is challenging nowadays, but this is the success of the Rebecca brand," Pastorelli explains.



Rebecca Jewelry, which was created in 1998 during a recession when the price of gold was high, is the pioneer in creating fashion jewelry using a non-precious metal like bronze. Early ad campaigns featuring such super stars as Beyoncé and Rihanna, gave the brand a major international boom.

Today, after two years of testing the Rebecca Jewelry with Avolta in Mexico, IFE and Avolta are in discussions to expand the brand to more locations in the Caribbean and LATAM region.



Rebecca Jewelry featured in Cancun International Airport (left) and Cabo San Lucas International Airport (above) with Avolta.

"The goal is to expand from the Caribbean to Latin America and South America, with a focus on airports. We are also looking to list the Rebecca Jewelry on cruise ships in the Caribbean and Alaska regions. Rebecca Jewelry is currently available on several cruise lines in Europe," says Pastorelli.

"Focusing on the quality and affordability of the brand, we are also working on creating a 'grab-n-go' concept using self-serve towers," says Pastorelli.

## Luxury ABSOLU fragrances from Canada launch exclusively for GTR

ABSOLU, a luxury Canadian fragrance brand that embodies the country's natural beauty and sophistication, has launched exclusively into global travel retail.

Produced by the House of Cospir Inc, in Canada, the initial range features five unisex fragrances, AURA, BLISS, MYSTIQUE, OPULENCE and TIMELESS, each presented in 100ml bottles at a recommended retail price of US\$120.

Formulated with a higher concentration of premium ingredients for long-lasting scents, the fragrances were inspired by Canada's diverse landscapes and cultural heritage.

"ABSOLU is proud to bring a taste of Canadian elegance to the world of Duty Free and perfumery," said co-founder Manish Kallathil.

"Our fragrances are designed to evoke the essence of Canada's breathtaking landscapes and warm hospitality," said co-founder Dhiren Vasa.

The fragrances debuted at the Summit of the Americas in Miami to excellent response, and will also be featured at the upcoming ASUTIL Conference in Lima next month. They are now available in select duty free shops in the Caribbean and LATAM.

ABSOLU will also be shown at TFWA Singapore and is a brand partner for the upcoming APTRA networking lunch at the Singapore Cricket Club on Sunday May 11. The brand is also aligned with the TFWA CARE charitable initiative and will make a donation from every sale. [www.absolubeaauty.com](http://www.absolubeaauty.com)



From the Rebecca Jewelry Archives: Early ads featuring Rihanna (top) and Beyoncé (above) gave the brand a huge international boost.

## New global wine company Vinarchy combines Accolade Wines and Pernod Ricard's Australian, New Zealand and Spanish wine businesses



*Vinarchy brands include three global pillars: Hardys, Campo Viejo and Jacob's Creek – in the top 10 most valuable wine brands in the world.*

Australian Wine Holdco Limited (AWL) – a consortium of international institutional investors – has announced the creation of Vinarchy, a new global wine company. Vinarchy combines the assets of wholly-owned Accolade Wines with the Australian, New Zealand and Spanish wine businesses formerly owned by Pernod Ricard, which were acquired by AWL in April 2025.

Vinarchy becomes one of the world's largest specialist wine companies, with more than AU\$1.5 billion in annual net sales revenue. The business is focused on wine, comprises a multitude of leading wine brands, operates across multiple countries with distribution around the world, and employs more than 1,600 people globally.

Vinarchy has 11 wineries in Australia, New Zealand, South Africa, and Spain, producing more than 32 million 9LE cases annually, and owns Berri Estates, the largest winery in the Southern Hemisphere.

Vinarchy brands include the three global pillars of Hardys – the number two Australian wine brand globally, Campo Viejo – the number one Rioja wine brand in the world, and Jacob's Creek – in the top 10 most valuable wine brands in the world.

Alongside these brands, Vinarchy holds the number one market position in New Zealand with Stoneleigh, Brancott Estate, and Mud House.

The Vinarchy portfolio also includes fast-growing Australian brands Grant Burge, Jam Shed, and

Petaluma and a range of fine wines from all regions including St Hugo, St Hallett, Orlando, Church Rd, Ysios, and Tarsus.

The corporate name Vinarchy combines *Vin* (the French word for wine), with *Archy* (from the Ancient Greek word for leadership). Together it means wine leadership.

Vinarchy is led by Executive Chairman Ben Clarke, who held a similar role at Accolade Wines since September 2024.

"We believe Vinarchy can lead the future of the wine category. We will be a dedicated wine company, with scale, capability, reach, resources, talent, and an exceptional portfolio of leading brands. We want to redefine wine," says Clarke.

"The global wine industry faces serious structural challenges. Global wine consumption has been declining for years, driven by changing consumer preferences and a shift to lower-alcohol drinks. Vinarchy will be bold and imaginative in meeting these challenges. With our enhanced scale, brand investment program, innovation capability and industry-leading talent, we believe can meet many of the challenges that the industry faces.

"I'm excited to be joined at Vinarchy by more than 1,600 colleagues around the globe. We will be an agile, high-performance

organization," Clarke said.

Vinarchy has been built from two well-established businesses and is backed by owners who have committed significant funds to the success and long-term prosperity of Vinarchy, says the company.

The creation of Vinarchy is the result of detailed transition planning by AWL since July 2024, which aims for a smooth combination of assets. The combined entities of Vinarchy are highly complementary, with limited overlap. In areas where there is duplication, management has been careful to plan for an orderly combination with a focus on creating a sustainable global business for the long term.

It is expected customers and distributors will have minimal disruption. Pernod Ricard will continue to distribute the former Pernod Ricard Winemakers portfolio under transitional distribution agreements for a period of time to support a smooth transition.

Accolade Wines employees will transition to the new business from their current roles, with a significant majority of Pernod Ricard Winemakers employees also joining Vinarchy.

The Board of Vinarchy is in advanced stages of selecting a Chief Executive Officer and expects to formalize an appointment shortly.

## Blue Caterpillar to bring Two Drifters Distillery carbon negative rum to Global Travel Retail and domestic markets in the Americas

Blue Caterpillar has announced a distribution agreement with UK-based, sustainability-driven Two Drifters Distillery for Global Travel Retail and key domestic markets throughout the Caribbean, North, Central and South America.

Two Drifters Distillery features the world's first carbon negative rum portfolio. It was founded by husband-and-wife team Russ and Gemma Wakeham. With every bottle produced, the Devon, UK-based distillery removes over 1 kilogram of CO2 from the atmosphere, setting a new industry benchmark for eco-conscious

spirits production.

Through this alliance, Blue Caterpillar will leverage its distribution network to launch Two Drifters' four core expressions—Pure White Rum, Signature Rum, Lightly Spiced Rum, and Over-proof Spiced Pineapple Rum—across key duty free and domestic retail channels.

"We're thrilled to partner with Blue Caterpillar to bring our vision of sustainable rum to new audiences across the Americas," said Dr. Russ Wakeham, co-founder of Two Drifters Distillery. "From the beginning, we've set out to prove

that exceptional rum can be made with carbon negativity at its heart. This partnership marks a big step toward our goal of capturing 1% of the global rum market by 2035—while making a meaningful

difference for the planet along the way."

Two Drifters' full range will be available in GTR and select domestic retailers across the Americas from June 2025.

