

## Summit of the Americas registration now open

The International Association of Airport and Duty Free Stores (IAADFS) has announced that registration and housing are now open for the 2023 Summit of the Americas, to be held April 16-19, 2023, at the Palm Beach County Convention Center in West Palm Beach, Florida.

The 2023 Summit returns to the traditional format featuring an exhibit hall and a limited number of private exhibit/meeting rooms. A more streamlined education program will include sessions each morning and afternoon on Monday and Tuesday.

IAADFS has already received space requests from prominent suppliers, including companies like Bacardi, Brown-Forman, Diageo, JTI Travel Retail Americas, Mondelez, Pernod Ricard, RJ Reynolds Tobacco, Tito's Handmade Vodka, WEBB Banks, Worldclassbrands, and many others – with the list continuing to grow.

"We are looking forward to being back in West Palm Beach, Florida, for our second year at this new venue," commented IAADFS President and CEO Michael Payne. He added, "We appreciate the early commitments we've received from key suppliers, and we expect to build upon the strong response from key duty free and travel retail buyers that we witnessed from our 2022 event. These commitments underscore the importance of the industry in the Americas and Caribbean."

More information about the 2023 Summit of the Americas can be found on the dedicated Summit website at [www.2023summitoftheamericas.org](http://www.2023summitoftheamericas.org), including the registration and housing details.

Information about the executive learning sessions will be added as program elements are confirmed.

## Grenada to welcome 11% increase in cruise arrivals



Celebrity Summit at port in St. George's, Grenada.

The Grenada Tourism Authority announced that it expects to welcome 202 cruise visits to the island during the 2022-2023 cruise season.

The current season began on October 21 with the arrival of *Celebrity Summit*. Part of the Royal Caribbean Cruise Line, *Celebrity Summit* carried 1500 passengers to the port at Melville Street, St. George's.

GTA says that the 202 port calls will bring 377,394 passengers, an 11% increase from the benchmark 2018 – 2019 season. The tourism officials report that the coming season signals a period of economic growth for many sectors of Grenada and creates an immediate multiplier effect by boosting the revenues of local businesses

such as the taxi and transportation sector, tour operators, local spice and craft vendors, artisans and restaurants.

CEO of the Grenada Tourism Authority Petra Roach stated, "Grenada is ready for the 2022-2023 cruise season. In preparation, the GTA has facilitated training and workshop sessions focused on professional development, hospitality and cultural engagement sessions, aimed at enhancing service excellence.

"This is part of an overall strategy to ensure our tourism stakeholders such as taxi operators, artisans and vendors are prepared for the season and will provide high quality, culturally sound and professional services that enhance our destination marketing."

Randall Dolland, Chairman of the Grenada Tourism Authority board remarked, "The cruise sector is important for Grenada as it generates substantial economic activity. The GTA is committed to improving Grenada's product offering and increasing the number of ships and calls to our ports. In addition, we want to ensure further employment opportunities for our people."



## Lula wins Brazil presidency for 3<sup>rd</sup> time in tightest race on record

Former Brazilian president Luiz Inácio Lula da Silva was declared the winner for the third time after defeating incumbent head of State Jair Bolsonaro by a very narrow margin in a runoff election for president held over the weekend.

The 77-year-old Lula, "an icon of the Latin American left" according to *Mercopress*, won by 50.9% of the votes against 49.1% for the 67-year-old Bolsonaro, himself a symbol of a much further right population.

With almost 100% of the votes counted, Lula's margin of victory is the tightest on record in a Brazilian election —two million — among 156 million voters, according to published reports.

Bolsonaro has not yet officially conceded, but Lula has called for unity among Brazilians.

The Supreme Electoral Court (TSE) declared Lula the winner and the inauguration is scheduled for Jan. 1.

Lula formerly governed Brazil from 2003 to 2010. His socio-economic achievements are credited with helping 30 million Brazilians emerge from poverty and spur the Brazilian boom.

But in 2017, Lula was found guilty of a corruption charge stemming from Brazil's notorious bribery case against state oil company Petrobras. Sentenced to 12 years in prison, he served 19 months until a Supreme Court judge annulled the convictions on procedural grounds in March 2021. This allowed Lula to run for President in 2022.



AT THE POINT OF SALE

## Halloween Blossom launches in Puerto Iguazu with London Supply

Spanish fragrance house Perfumes y Deseño continues to give Halloween its own unique interpretation. Its newest holiday-inspired fragrance, Halloween Blossom, filled London Supply's Puerto Iguazú duty free store with "a magical explosion of flowers" during the whole month of October, reported the company.

Travelers were able to discover the new scent by visiting the appealing pop-up animation in the center of the store.

Halloween Blossom is a burst of flowers: The top notes of green tangerine, pink pepper and wild strawberry, flow into a heart of blackberry, orange flower and jasmine notes, followed by a base of cedar, vanilla and musk.



The iconic Halloween Eau de Toilette bottle is dressed up with striking and colorful flowers that capture attention at first glance. The cap and the base stand out in metallic pink.

In describing Halloween Blossom, the company says that the fun and floral oriental fruity fragrance inspires happiness thanks to its sparkling and daring top that blends with a floral heart. It is reminiscent of the countryside, fresh air, and a mix of wildflowers that flood the senses. Its oriental base leaves a warm sweet trail on the skin.

The fragrance is now available in domestic and duty free stores that carry the brand.



## Puig to open Americas hub in Miami

Beauty/fashion brand Puig has announced that the company will open a new office in **Miami**, as of January 2023, supporting its projected growth rates for travel retail.

Puig noted that it with the Miami opening it intends to maintain its leadership in Latin America and grow market share in North America, focusing on niche brands.

The company said: "[Our] presence in Miami will enable Puig to double down on relationships with key business and industry partners, from retailers and agencies to suppliers and distributors, most of whom already operate in Florida. In addition, the plan will provide opportunities to strengthen the Puig teams and further develop the company's capabilities."

PEOPLE



**Tanguy de Buchet** has joined Miami-based **ACTIUM** as CEO of its Beauty & Lifestyle Division, effective immediately.

With an extensive background that includes LVMH – Dior Parfums, Shiseido – BPI, and L'Occitane as the head of South Asia, then ten years as managing director of Coty for the Americas Travel Retail and Latin American domestic markets, "Tanguy combines the experience and skills required to build international premium brands with the entrepreneurial spirit that has been the hallmark of ACTIUM," says ACTIUM founder **Philippe Giraud**.



The Estée Lauder Companies announce that **Bart Dubbeld** has been appointed as VP / GM, Travel Retail (TR) South-East Asia (SEA), effective October 1, 2022. Dubbeld will continue to report directly to **Karen Housman**, Senior Vice President / GM, TR Asia Pacific (APAC) and be part of the TR APAC Leadership Team.

Dubbeld joined ELC in 2013, and in 2015 was located in Miami as Regional Director for M•A•C Cosmetics in TR Americas. Most recently, he served as VP/GM, TR APAC of ELC's Clinique and Dr.Jart+ brands.

In this new role, Bart will be responsible for managing TR's SEA business, driving growth and profitability for this increasingly important market for the channel.

## Nestlé reports that travel retailers laud 'Food category' ambition

Nestlé's ambition to build food into the #1 category in travel retail received an extremely positive response from customers at this month's TFWA World Exhibition & Conference.

Nestlé presented its detailed strategy for unlocking the potential of food to retail partners at the Cannes show, highlighting key learnings from an in-depth research study commissioned through mind-set regarding the potential to grow food beyond the core confectionery segment.

"We are tremendously excited by our customers' reactions to Nestlé's new Food strategy," commented ITR general manager Stewart Dryburgh. "Our partners have been quick to grasp the scale of the wider food category's untapped potential – and how it could be a significant growth driver for the channel."

Currently accounting for 77% of food purchases within global travel retail, confectionery will continue to be the driving force within the category. Focusing on KitKat, Nestlé is adding plant-based KitKat Vegan this year.

For 2023, NITR has an extensive new product pipeline planned, including new Pistachio and Lotus Biscuit flavors for KitKat Senses Mini Moments; a two-flavor KitKat Mix Sharing Bag; and updated flavors (Peanut Butter, Milk and Caramel) for KitKat Chunky Mix Gift Pack.

These releases will be supported by a new 360° *Break In a World of Flavor* campaign.

As it previously announced, Nestlé's strategy to build Food into the #1 most purchased category will be delivered through the VERSE model: Value, Engagement, Regeneration, Sense of Place and Execution.

A major milestone of the company's Regeneration driver was the switch last year to 100% recyclable paper packaging for Smarties. This brand will be further supported with a new Cool Creatures collection and campaign, incorporating



a four-tube hexatub, stickers, coloring pencils and a selection of digital activities, from March 2023.

Other key launches previewed at Cannes include a travel retail exclusive Gin, Tonic & Mint After Eight limited edition, plus a milk chocolate/hazelnut addition to the Nestlé Swiss tablet range.

Nestlé also used this year's Cannes show to highlight the next big step on its sustainability journey: the Quality Street brand's transition to recyclable, FSC-certified paper packaging.

### Going beyond confectionery: coffee

While confectionery will remain core to the food proposition, Coffee and Wellbeing have been earmarked by Nestlé for future global travel retail development.

Research shows that 84% of travelers say they are likely to buy coffee in travel retail, a huge growth opportunity for Nescafé, the world's leading coffee brand. Accordingly, in March 2023, the Nescafé Azera range – a barista-style instant coffee collection designed to appeal to younger consumers – will be rolled out to travel retail. Available in three flavor profiles (original, decaffeinated and intense), this range will join the Nescafé Gold Roastery Collection, which has been gradually introduced this year.

The launches will be supported by activations designed to attract and engage travelers, and bring coffee to life in-store. The activations will be complemented by a

variety of high-profile traditional and digital media initiatives.

### Going beyond confectionery: wellness

With the global wellness market valued by McKinsey at more than US\$1.5 trillion, Nestlé has identified Wellbeing (vitamins, minerals, herbals and supplements) as another promising new category to leverage in travel retail. Nestlé Health Science's existing portfolio of brands offers a promising opportunity for the channel, which is also backed up by shopper research.

"This year we have a number of real positives for travel retail," said Dryburgh. "We continue to work hard to offer all traveler segments – and our retail partners – a captivating proposition, under-pinned by inventive activations. Going forward, we will be equally focused on building the core of confectionery, whilst also writing new chapters within Coffee and Wellbeing.

"We will progress with our mission to build on strong foundations, and create one 'super' food category that becomes the number one most purchased category in travel retail."

### Nestlé innovations for Quality Street and KitKat to remove 3 billion pieces of packaging

Nestlé Confectionery will launch packaging innovations for two of its best-loved brands - *Quality Street* and *KitKat*, that will eliminate more than three billion pieces of packaging from its supply chain.

In a category first, *Quality Street* will move its twist-wrapped sweets to recyclable paper packaging. By replacing the double layer of foil and cellulose with a paper wrap, *Quality Street* will remove more than two billion pieces of packaging material from the brand's production.

The transition to paper, which is now underway, will take several months to complete.

At the same time, *KitKat* will introduce wrappers made with 80% recycled plastic. These wrappers can be recycled at more than 5,000 supermarkets across the UK – and placed in household recycling in the Republic of Ireland.

The rollout will begin this month on the brand's flagship two-finger products, before being extended across the entire range by 2024.

*Quality Street* is the second Nestlé confectionery brand to introduce paper, following *Smarties*, which rolled out recyclable paper packaging for all its confectionery products globally in 2021.



## The Category of the Future: Mondelēz International WTR talks evolved vision in celebration of a decade of confectionery growth

Mondelēz International World Travel Retail (WTR) revealed a renewed category vision during TFWA Cannes, which is focused on driving greater penetration and accelerated conversion to deliver confectionery growth.

The vision is built on three key areas: a **winning portfolio**, to address growing need states and changing shopper preferences; **elevating category awareness**, through more physical and mental touchpoints; and **delivering unique experiences**, with outstanding and significant concepts.

The new focus builds on the pillars of the Delighting Travelers vision launched 10 years ago to drive *More Shoppers, More Spend, More Often*, said the company.

### Delighting Travelers for 10 years

Mondelēz International WTR first shared its 'Delighting Travelers' vision with the industry ten years ago, with the overarching goal of addressing the industry's key challenges of footfall, basket size and conversion, for the benefit of all. According to Horizon, between 2012 and 2018, the confectionery category has grown by 60% in airports alone.

Penetration has also increased by 5 percentage points, with more than two hundred million additional travelers visiting the category.

In addition, the basket size of a confectionery shopper today is double versus any other category shopper, because confectionery buyers are most likely to make cross-category purchases.

Mondelez credits these achievements to their joint efforts alongside their partners, who supported game-changing initiatives like increasing confectionery's visibility with better signposting and engaging POS; unlocking more cross-category opportunities and multiplying confectionery touchpoints,

including the cash till area; introducing new winning segments like biscuits and snacking; and bringing more engagement to stores with activations in spaces that were previously reserved for other categories.

**Beatriz de Otto, Head of Customer Marketing, Mondelēz International WTR, said:** "The Mondelēz International team has analyzed global trends and enriched them with data and insights from travel retail to deliver an evolved category growth vision to share with you today. While we are happy to celebrate our success and see how the role of the confectionery category has advanced, we acknowledge that we left some growth opportunities only partially fulfilled, and we clearly see new, emerging opportunities.



Jaya Singh

"Our evolved category vision will increase our precision and speed to progress accelerated conversion."

She also took the audience at the press conference on a passenger journey to highlight how

the vision will be made tangible through multiple touchpoints, new category segments, and relevant products.

**Jaya Singh, Managing Director, Mondelēz International WTR, said:** "Looking back on a decade of such extraordinary hard work, growth and innovation, I could not be prouder of what we have achieved together. As we did 10 years ago, Mondelēz International WTR is extending an official invitation to our partners and the wider industry to join us, once again, on a journey. We will once again be the driving force behind the change. We are here to listen, to collaborate, to inspire, and to achieve accelerated conversion – together."

## Mondelēz launches new limited edition Toblerone

In related news, Mondelēz launched Toblerone's first new chocolate in 20 years - the limited edition Toblerone Golden Caramel 360g bar. Unlike previous new flavor varietals that have been combined with Toblerone milk chocolate, Toblerone Golden Caramel presents 'caramelized white' as an innovation to sit alongside the original milk, dark and white editions.

The new limited edition combines the crunchy nougat of classic Toblerone with smooth caramelized white chocolate with golden swirls and a rich caramel taste. The bar is packaged with a fresh look in shades of gold.

Toblerone's new brand identity is built around the theme 'Be More Triangle,' which encourages those who dare to be different to embrace their edges. Mondelez says this in unity with Toblerone founder Theodore Tobler, who rocked the Swiss Chocolate establishment with his triangular shaped bar.

The combination of the new flavor with an identity shift aims to recruit new, younger traveling consumers to both the brand and the category, increasing penetration. According to Mondelez WTR's consumer research, 'caramelized white' particularly appeals to young adults, and was the biggest new product in chocolate in the UK in 2021.

At the end of September, Toblerone Golden Caramel made its travel retail debut with a high-profile activation, running throughout October at Madrid-Barajas Airport in Spain. The space resembles a maximum security safe, challenging travelers to retrieve a bar from the vault to maximize engagement and highlight the premium value of the new flavor. Placed in a glass case, etched and edge-illuminated to create the illusion of laser security, the bar resembles a standard 360g Toblerone, but has been weighted to increase the difficulty of the challenge.

Toblerone Golden Caramel will be available until the end of the year.



## Haribo celebrate 100 years of Goldbear during TFWA Cannes

The Haribo travel retail team joined with retail partners to celebrate the 100th birthday of Haribo Goldbears during the TFWA World Exhibition in Cannes.

The iconic Goldbears are the best-selling product in sugar confectionery in many regions in travel retail and in several domestic markets, according to research commissioned by Haribo. Since Hans Riegel began hand-crafting the colorful gummy dancing bears in his home in 1922, the company's mission - to give people a moment of happiness with a small affordable luxury - has remained a constant objective of the company throughout the last 100 years, says the company.

Since its foundation on December 13, 1920, Haribo has been in uninterrupted family ownership by the Riegel family and economically independent of third parties. Haribo is today one of the best-known German consumer brands.

Made from a closely guarded recipe, the cheerful bright colors and fruity flavors have been at the heart of the fruit gummy bears since the first generation. With the invention of gummy dancing bears, Hans Riegel pioneered a new global market.

In the 1960s, Dr. Hans Riegel and Paul Riegel joined their father in managing the company, and the dancing bears became smaller and rounder Goldbears. Its packaging design, first created in 1961, is instantly recognizable on confectionery shelves around the world. Another subtle but significant change to the character of the bears came in 1999 when designer Petra Wrede gave the bears a smile, said to reflect Hans Riegel's aim to give people a moment of happiness.

Now under the leadership of Hans Guido Riegel, the third generation of the family to run the business, Haribo Goldbears are available across the world with 160 million Haribo Goldbears produced every day.

Consumer recognition of the iconic GoldBear also reaches around the world with, on average, one in four people globally being able to instantly identify them as Haribo Goldbears and, in leading markets such as Germany, Austria, Denmark and France, the awareness is almost 100%, according to the *Yearly Haribo Global Brand Tracking study*.

Since 2016, Haribo has also

been manufacturing in Brazil, where it operates its first production facility outside Europe.

The German global brand is also growing rapidly in North America. Haribo has been the #1 fruit gummy brand there since 2018.

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



The Haribo Global Travel Retail team celebrate Goldbears 100<sup>th</sup> year in Cannes.

## Ferrero introduces biscuits for TR

Ferrero Travel Market unveiled three biscuit products from its Kinder and Nutella brands in Cannes. Grouped under a "La Biscotteria" umbrella branding, they included: Kinder Cards T(2x3), Nutella Biscuits T22 and Nutella Biscuits T12.



**Kinder Cards**, aimed especially at young children, combine the Kinder flavor of creamy milk and chocolate with a simple nutritious biscuit made from wheat flour and cane sugar.

**Nutella Biscuits** has a shallow shell biscuit filled with chocolate hazelnut Nutella and capped with a second biscuit.

Kinder Cards and Nutella Biscuits have both enjoyed limited exposure in selected European domestic markets over the last three years, says the company. The positive response from shoppers has inspired Ferrero to introduce the range in airports, border stores and on ferries.

They will roll out across global outlets from November.

## Ricola on track for best year ever in travel retail

Swiss herbal confectionery specialist Ricola reports its best year on record, with full-year sales for 2022 expected to exceed those of 2019 – the company's previous best performance – by an impressive 50%.

"2022 has been the best year in history for Ricola in travel retail," confirmed Andreas Reckart, Head of Travel Retail for Ricola AG. "And we have many reasons to be confident that 2023 will bring a continuation of this outstanding performance.

"We enjoyed an excellent week at this year's TFWA World Exhibition in Cannes, with more meetings than ever before, and many exciting new prospects to pursue. Certain challenges remain for everyone – supply chain issues, inflation, the war in Ukraine – but we see plenty of potential, both in terms of new customers and the expansion of existing accounts."

Ricola presented its new packaging upgrades in Cannes with new designs that reflect the brand's more contemporary positioning and showcasing its nature-based attributes. The new look is rolling out in 4Q 22.

This year Ricola has secured a number of lucrative new travel retail contracts, including its debut at selected Latin American airports with Dufry in Q3, said Reckart.



## Heineken's GDF strategy looks to maximize onboard revenues

In a strategic overview of the global business in Ferries, Airlines and Cruises, Niek Vonk, Manager Global Duty Free & Travel Retail for Heineken says that the group's mission is to be the most relevant brewer of Beer, Cider and other relevant drinks categories.

"We are determined to do all we can to ensure our customers maximize the onboard commercial opportunities. Global Duty Free is a unique and exciting channel for us to engage a huge range of consumers from across the globe with our brand portfolio and we are committed to developing our long-term partnerships in Ferries, Airlines and Cruises," he said.

Vonk says that Heineken is focusing on several strategic areas, as part of its long-term commitment to duty free.

### Portfolio innovations to meet changing customer needs

Instead of the one-range-suits-all strategy when supplying beers and ciders in duty free, Heineken develops customized portfolios based on journey origin and destination, sharing re-start learnings from other markets and global beverage trends.

Consumers are often looking forno/low-alcohol beers, trusted local brands or more premium, craft options, says Vonk.

Its latest portfolio innovation, **Heineken Silver**, is a new, extra-refreshing lager brewed to 4% ABV, crafted using an ice-cold brewing process at -1°C to provide a lighter drinking profile that works across a wide spectrum of drinking occasions and is well suited to the cruise market. It is launching now in European Ferries and Cruises.

Other innovations include non-alcoholic **Heineken 0.0**, Italy-inspired **Birra Moretti**, **Lagunitas IPA** craft beer, or local favorites like **Kalik** from The Bahamas. The company also provides a balanced range of draught beers and ciders underpinned by consumer insights

### Intensifying commitment to global sustainability

A key priority for **Heineken** is the roll-out of its '2030 Brew a Better World' global sustainability and responsibility ambition.

These initiative include a **KLM partnership - Brewing with green energy**, in which 100% of the **Heineken** and **Heineken 0.0** beer served onboard Dutch flag carrier KLM is now brewed with 100% green energy.

"Over 2.4 million cans of **Heineken** and **Heineken 0.0**, brewed carbon neutral, have since been enjoyed on KLM flights—an important step in a longer journey for Heineken to become carbon-neutral in production by 2030," he said. Since July 2020, all Heineken beer brewed for the Dutch market has been made with sustainable thermal and electrical energy, as the company strives to become carbon-neutral in all production sites by 2030.

### Sustainable POS in Cruises

Heineken Global Duty Free has introduced sustainable points of sale and merchandising for its ferries and cruise customers, replacing printed materials with digital formats where possible, and prioritizing the use of long-lasting POS and merchandising assets made from sustainable and reused materials.

To reduce waste, Heineken is also developing plans to recover used PET kegs from cruise customers in order to recycle them and bring them back into the market.



Niek Vonk

Other strategies include generating value for customers by motivating their teams. Among other projects, Heineken has developed a range of crew training options such as the **Heineken Star Serve Program** and interactive games to enhance their product learning and to develop their hospitality skills with the chance to win exciting prizes if they hit sales targets.

The company says that it is also meeting business issues such as supply-chain disruptions head-on, and shifting from a 'just-in-time' supply-chain model to a 'just-in-case' strategy.

"Within the travel retail sector, **Heineken Global Duty Free** has decades of experience, strong partnerships with industry stakeholders, and the latest data-driven distribution systems to meet the specific and often challenging requirements of servicing the niche Ferries, Airlines and Cruises sectors. Throughout the trading year, we deliver our product within tightly controlled timeframes to minimize out-of-stock situations—a promise we continue to keep," noted Vonk.



Heineken Silver ice-cold brewing is well-suited for cruise



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