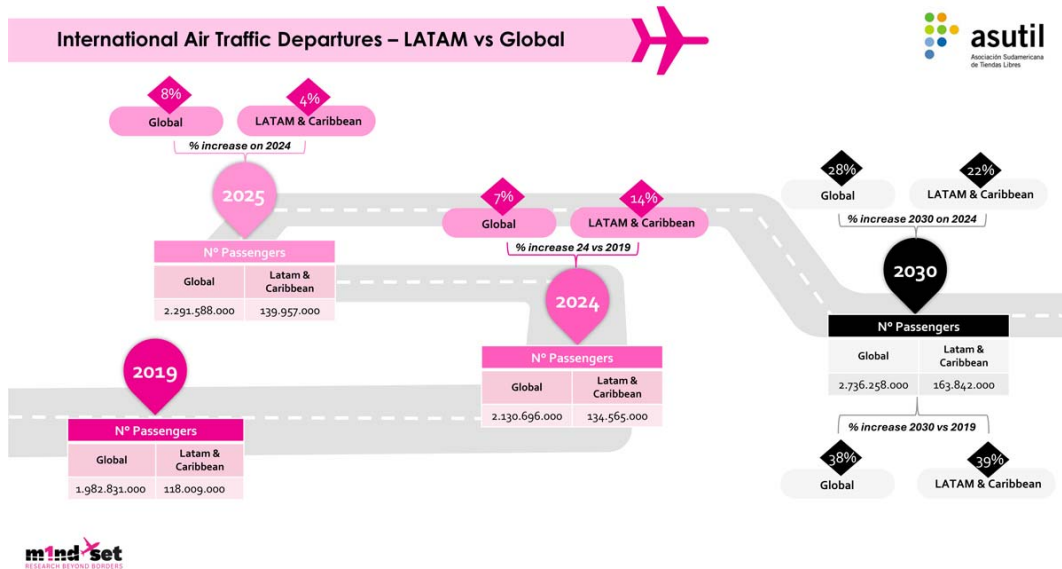


ASUTIL partners with m1nd-set to launch quarterly insights updates for members



Latin America continues to demonstrate strong post-pandemic recovery in international air travel, outperforming the global trend, according to data just released from ASUTIL and m1nd-set in an inaugural joint newsletter.

The Latin American Duty Free Association - Asociación Sudamericana de Tiendas Libres - has partnered with travel retail research agency m1nd-set to provide the association's members with regular insights on traffic forecasts and shopper insights.

The new service for ASUTIL members, which draws on m1nd-set's in-depth research, is based on interviews conducted across more than 20 airports in the region.

The first edition focuses on an analysis of air traffic performance in the region for the full year 2024, comparing traffic levels with the pre-Covid period in 2019 and for 2025 and 2030.

The inaugural report also analyses shopper behavior among

international Latin American travelers looking at all the key behavioral trends as well as the main footfall and conversion KPIs.

"We are thrilled to launch this new partnership, which brings significant added value to our members," said ASUTIL Secretary General Carlos Loaiza.

"These in-depth reports will deliver critical insights into international air traffic trends, travel retail performance, shopper profiles and behaviors, as well as key barriers to conversion.

"Importantly, they also offer strategic, actionable recommendations to help boost engagement, conversion, and spend across Duty Free environments in the region.

"In today's rapidly evolving market, it is vital for all stakeholders to stay closely attuned to changing shopper dynamics, and this collaboration with m1nd-set will be an indispensable resource for our members," he said.

Numbers and demographics

Regarding Latin America's strong post-pandemic recovery in international air travel, the region saw a 14% increase in international passenger volumes in 2024 compared to 2019, whereas the global average stood at 7%. Although Latin America's projected growth between 2024 and 2030 is slightly lower than the global forecast - 22% versus 28% - the region's cumulative growth from 2019 - 2030 is expected to slightly surpass the global rate, with 39% growth compared to 38% globally.

Among the demographic distinctions between Latin American travel retail shoppers and their global counterparts, women in the region account for a larger share of buyers at 55% compared to an even gender split worldwide.

Latin American shoppers are also younger, with Gen Z representing 15% and Millennials 34% of the shopper base, both exceeding global averages.

Continued on next page.

Canada's Peace Bridge Duty Free goes into receivership amidst plunging border traffic

Peace Bridge Duty Free, one of Canada's largest duty free land border retailers, has entered receivership, as it struggles to pay off millions of dollars in debt amidst plummeting traveler numbers, according to Canadian media reports.

In an order issued on April 17, 2025, the Ontario Superior Court of Justice ordered a takeover of Peace Bridge Duty Free Inc., according to *The Canadian Press* and other local media. Peace Bridge Duty Free has been operating at the crossing between Fort Erie, Ontario, and Buffalo, New York - the second busiest border crossing between the U.S. and Canada -- for more than 30 years.

The receiver appointed by the Ontario Superior Court of Justice for Peace Bridge Duty Free is empowered to take control of the assets, oversee liquidation and repay creditors.

The Buffalo and Fort Erie Public Bridge Authority claims the store owes it up to \$17 million in unpaid rent going back years, while the Royal Bank of Canada says \$3.3 million in debt is outstanding.

The Peace Bridge store operator asserts that it owes less, but says that the total is in the millions.

Peace Bridge will continue to operate for now, but is still suffering from the sharp plunge in cross-border visits.

In addition, Canada's land border duty free stores across the country have yet to fully recover from the losses incurred during COVID.

Statistics Canada says the number of Canadians returning by car from the U.S. fell nearly 32% last month compared with March 2024, the third consecutive month of year-over-year declines and the steepest plunge since the pandemic.

ASUTIL launches quarterly insights updates for members *Continued from page 1.*

In terms of drivers that motivate shoppers to enter Duty Free stores, browsing remains the most common reason, cited by 36% of respondents in Latin America, which is five percentage points higher than the global average. Once inside the store, the leading reasons for purchase include good value for money and convenience, both cited by 23% of shoppers.

Staff recommendations are more influential in Latin America than globally, according to the research, especially for Gen Z shoppers, who respond well to advice from sales staff and to products with visually appealing packaging. While sales staff interaction is higher in Latin America - 60% of shoppers engage with staff compared to 49%

globally - the impact of this interaction is below average, with only 68% of those engagements perceived as positive, versus 74% globally.

Despite strong engagement, several barriers still deter travelers from purchasing in Duty Free stores. The most commonly cited reason is a preference to shop elsewhere, mentioned by 19% of respondents in Latin America compared to just 10% globally. This barrier is particularly significant among Gen Z, where 38% express this sentiment, according to ASUTIL.

Dr. Peter Mohn, CEO & Owner at m1nd-set said the report highlights several aspects which stakeholders in the region can capitalize on, to increase footfall and conversion.

“Retailers should clarify the value proposition of Duty Free shopping by highlighting savings compared to domestic and online alternatives more,” Mohn explained.

“Emphasis should be placed on exclusives and time-limited offers to appeal to both planners and impulse shoppers. Personalized engagement strategies, namely through digital communication, can positively impact footfall and conversion, particularly among younger consumers.

“Well-trained sales staff can also play a crucial role in triggering the purchase decision. The below average impact of staff interaction for example presents a clear opportunity to enhance training and customer experience standards

among retail personnel. Clear messaging about customs allowances and Duty Free benefits is also essential to address traveler uncertainty and build confidence,” Mohn said.

Carlos Loaiza added: “With a relatively youthful shopper base and strong regional growth in air traffic, there is significant potential to boost conversion and drive higher spend through targeted strategies that address the specific motivations and concerns of today’s travelers.

“By responding to these insights, brands and retailers can unlock the next phase of growth in Latin America’s vibrant and evolving Duty Free market,” Loaiza concluded.

Caribbean Tourism maintains strong growth in 2024, surpassing pre-pandemic levels

The Caribbean tourism sector continued its robust recovery and expansion in 2024, with international tourist arrivals reaching an estimated 34.2 million, according to a new report from the Caribbean Tourism Organization (CTO).

This represents a 6.1% increase compared to 2023, and a 6.9% rise above pre-pandemic levels, marking the second consecutive year that the region has outperformed the 2019 benchmark.

The “Caribbean Tourism Performance Review 2024” highlights the region’s resilience and enduring appeal, driven by factors such as strong demand from the United States, a rebounding Canadian market, and enhanced air connectivity, says the CTO.

Overall Growth:

The Caribbean saw approximately 34.2 million international tourist arrivals (overnight visitors) in 2024, an increase of 6.1% over 2023 and 6.9% over 2019.

Top Arrivals: The Dominican Republic remained the Caribbean’s most visited destination in 2024, welcoming 8.5 million tourists. Jamaica was second with 2.9 million arrivals, followed by Cuba (2.2 million), The Bahamas (1.9 million), Aruba (1.4 million), and Puerto Rico (1.0 million). Collectively, these six destinations accounted for approximately 56% of all visitor arrivals to the region.

YOY Growth: The highest year-over-year growth in tourist arrivals was recorded in Montserrat, which saw a 29.4% increase, followed by St. Vincent & the Grenadines (27.2%), Belize (22.8%), and Curaçao (20.3%).

Pre-pandemic Growth: Compared to pre-pandemic levels in 2019, Curaçao emerged as the best-performing destination with a 51.1% increase, followed by St. Maarten with 48% growth, and the U.S. Virgin Islands at 41.8% growth.

Source Markets:

The **United States** remained the top source market, with approximately 16.8 million arrivals, a 3.5% increase from 2023 and 7.9% above pre-pandemic levels.

Canadian arrivals reached 3.3 million, a 4.0% increase compared to 2023, though still slightly below 2019 levels.

European arrivals showed slower growth, with a 1.4% increase to 5.3 million, representing 89.4% of 2019 levels.

Driven by ongoing efforts to enhance air connectivity and services across the region, **intra-Caribbean** travel experienced growth in 2024. Residents of the Caribbean took an estimated 1.6 million tourist trips within the region – an increase of 5.1% over 2023, though still only 79.2% of pre-pandemic levels recorded in 2019.

The **South American** market saw the highest growth in 2024, with arrivals reaching 2.0 million by the end of the year, marking a 17.8% increase. This sustained growth led to a 19.7% rise compared to 2019’s arrivals. Improved political and economic stability, along with strong travel demand in key markets like Argentina, Brazil, and Colombia, contributed to these results.

Cruise Sector: The Caribbean cruise industry experienced a significant rebound, with 33.7 million cruise visits in 2024, a 10.3% increase over 2023, and a 10.9% increase over pre-pandemic levels.

Hotel Sector: The Caribbean hotel sector also performed strongly, with occupancy rates reaching 66.6%, a 0.8% increase from the previous year, and the Average Daily Rate (ADR) increasing by 4.2% to US\$437.02.



Referendum on Cayman cruise berthing takes place this week

Citizens in the Cayman Islands will vote on an historic referendum on Wednesday to decide if Grand Cayman should develop cruise berthing infrastructure. The controversial debate over building cruise piers has been going on for years, and rhetoric has stepped up even more since the government voted to allow the issue to be on the ballot in February.

However, the result of this vote is non-binding. Regardless of the outcome, the government is not legally bound to act upon it. Instead, the vote is advisory in nature and is a gauge of public opinion on the matter.

The background story below was originally published in *Travel Markets Insider's* March 2025 Summit of the Americas magazine.

The years-long, often acrimonious, debate on whether a cruise pier should be built on Grand Cayman heated up again last month, when the Caymanian Parliament voted 13 to 5 in favor of allowing a referendum on the future of cruise shipping to the island.

The Cayman Islands general elections, in which the referendum will be decided, are set for April 30, 2025.

For months, the Association for Cruise Tourism (ACT), has been at the forefront of efforts to bring this issue directly to the Caymanian people through a referendum.

The Caymans is a tender destination, which it says has stalled cruise tourism growth for years and led to a decline in cruise calls. The ACT is made up of tour companies, restaurateurs, bar owners, and transportation providers concerned over the current cruise port situation.

Since there is no pier to accommodate cruise ships, cruise passengers must use tenders (water shuttles) to visit the island. Port visits are canceled due to weather, especially during the winter or hurricane season.

Part of the drop is due to cruise lines building more mega ships than ever before. Due to the amount of guests that these ships carry, they generally avoid ports where you have use tenders, report local media.

Cruise tourism is booming – except in Cayman

According to ACT, in a paper issued on February 12 entitled “The Truth on Cruise Tourism,” the declining numbers highlight the urgency of investment in cruise infrastructure.

Across the Caribbean, cruise tourism is thriving, with most destinations experiencing record-breaking arrivals, they say. Since 2019, the region has seen a 14.3% increase in cruise arrivals. ACT points out that even among destinations with slight declines, more than 35% are down by less than five percent.

The Cayman Islands, however, is experiencing “a staggering” 41% decline in cruise arrivals since 2019. In 2023, the island saw 650,000 fewer guests arrive via a cruise ship compared to five years earlier. Last year saw a decline of 838,000 cruisers compared to 2018.

In contrast, the Port of Nassau in The Bahamas, which recently added ship berths, saw a record 5.6 million cruise passengers in 2024, up 1.2 million over the year before.

Elevating the visitor experience

The absence of cruise berthing infrastructure is a key factor behind this downturn, creating severe economic and social challenges for local businesses, including retailers, restaurants, and tour operators that rely heavily on cruise passengers. With fewer cruise visitors, the future of tourism and commerce in Cayman is at serious risk, says ACT.

ACT Cayman maintains that the new cruise berthing facility is not about increasing mass tourism but about elevating the visitor experience, ensuring economic sustainability, and securing the long-term viability of Cayman’s tourism industry.

According to ACT Executive Program Manager Ellio Solomon, modernizing Cayman’s cruise infrastructure is essential to maintaining its competitive edge. “Just as we’ve invested in our

airport to provide a first-class arrival experience, building piers will allow us to deliver that same world-class service to cruise visitors. It enhances safety, facilitates seamless embarkation and disembarkation, and enables us to attract premium cruise lines that bring high-quality visitors and greater economic benefits to the country.”

Opponents call for “full transparency” ahead of vote

Local activist group Cruise Port Referendum (CPR) Cayman strongly argues against the cruise pier initiative, and is demanding that all relevant information and data on the plans, location, costs and environmental impacts relating to any proposed cruise berthing facility should be released to the public before the country is asked to vote.

The government says that the referendum is to vote on the principle of cruise berthing rather than a specific project, according to the *Cayman News*.

CPR is a non-profit organization formed in 2019 to campaign for a people-initiated referendum on the Verdant Isle cruise project then under proposal under a former administration.

One of the CPR’s fundamental concerns is the impact that a cruise project in George Town Harbour would have on its unique marine environment. The group disputes cruise executives’ claim that building berthing facilities there would be environmentally and scientifically sound.

CPR says that it was successful in 2019 in securing a people-initiated referendum in line with the constitution. However, that vote never took place due to a



combination of factors that led to a legal challenge before the entire project proposal was derailed by COVID-19.

The CPR factor believes that the Caymans should continue to focus on high-end hotel tourism and the boutique cruise sector rather than welcome the larger cruise ships to the island.

“Cayman’s tourism success is built on its unique appeal, pristine environment, and high-value visitor experiences,” CPR said in a statement issued on February 2, 2025. “Instead of sacrificing these strengths for the sake of accommodating mega-ships, Cayman should focus on long-term tourism strategies that emphasize high-value overnight visitors and a thriving boutique cruise sector.

“While making up only 20% of the visitor headcount, stayover tourists account for 80% of tourism revenue and contribute less strain to our limited carrying capacity,” says the group.

“Together, we envision a Cayman that leads the Caribbean as a beacon of sustainability, where mindful community-centered development, a prosperous and happy community, and eco-tourism pave the way for enduring success,” said the CPR statement.

ACT has called the CPR argument “fear-mongering” and accuses CPR of making claims without substantiating them and contends that the group has repeatedly declined opportunities to engage in open debates.

Falic Group names Laurent Boidevezi as advisor to Leon Falic; CEO of BlockBar

Duty Free Americas owner Falic Group has appointed former Moët Hennessy executive Laurent Boidevezi as Advisor to President Leon Falic. Boidevezi will also lead Global Business Development across the Group's international operations and will assume the role of CEO of BlockBar.

Boidevezi has more than two decades of senior leadership experience at Moët Hennessy, part of the LVMH Group.

Throughout his tenure, he held a range of global leadership positions, most recently serving concurrently as President of the Asia Pacific Domestic Region (since 2022), President of Global Travel Retail (since 2017) and President of Private Sales (since 2015).

In his new role, Boidevezi will be based in Dubai, UAE, which the company calls "a strategic hub for Falic Group's expanding global footprint."

ARI appoints Paul Neeson as Retail Director for Ireland

ARI has appointed Paul Neeson as Retail Director, ARI Ireland, effective early May. Neeson—who career included an impactful tenure as Retail Director, ARI Ireland from 2019 to 2022 -- will re-join the business as Tom Byrne departs to take up a new opportunity following a successful tenure leading the Irish operation.

Neeson brings over 25 years of experience within the daa Group, most recently, as Vice President Commercial at daa International in Jeddah, Saudi Arabia.

Ray Hernan, ARI CEO, commented, "We are delighted to welcome Paul back to ARI. His proven leadership, deep retail expertise, and global perspective position him perfectly to lead our Irish operations into a new chapter of growth. We thank Tom for his exceptional contribution in leading the Irish team to achieve historical high revenues in 2024, and for having been a valued member of the ARI Group's senior executive. We wish Tom continued success in his future endeavors."

Neeson will re-join the ARI Executive Team and report directly to CEO Ray Hernan.



"It's an honor to return to ARI and lead a business I am truly passionate about."

Paul Neeson

"We are delighted to welcome Laurent to the Falic Group. His strategic vision, proven leadership, and global expertise will be instrumental as we continue to accelerate our international growth," said Leon Falic, President of Falic Group.



Laurent Boidevezi

"I am honored to join Falic Group at such an exciting time. As a fast-growing global leader in its fields, Falic Group is poised for continued success and to achieve great ambitions," said Boidevezi.

"I look forward to working with our talented teams to enhance our brands' desirability, elevate our luxury execution capabilities, strengthen partnerships, and deliver lasting value to our consumers, suppliers and employees worldwide," he said

Shelftrak and Pi Insight restructure

UK-based Pi Insight & Research Ltd has separated the Shelftrak service into a separate entity. Pi Insight will continue to focus on its core expertise in consumer and shopper research, while Shelftrak will accelerate its growth as a technology-led retail execution business.

Pi Insight, a specialist in consumer and shopper research in the travel retail sector, will expand its capabilities in behavioral analytics. It will fuse its qualitative and quantitative research with sales and commercial data to deliver more actionable insights, according to **Stephen Hillam**, Managing Director.

Shelftrak Ltd will now operate under **Garry Stasiulevicus** (Managing Director) and **Simon Best** (Commercial Director). The business is evolving into a full-scale technology-led company, focused on delivering AI-powered Image Recognition and execution intelligence for the global travel retail industry.

"From reducing out-of-stocks and improving compliance to enhancing display standards, our technology is already delivering results for major global brand owners across confectionery, beauty, alcoholic beverages, and more," said Stasiulevicus.

The companies will continue to work closely where services overlap, delivering end-to-end insight solutions that connect the dots between shopper understanding and execution effectiveness. For more information go to

www.shelftrak.com

DFWC Academy updates Duty Free and Travel Retail Certificate course

The Duty Free World Council Academy has updated its Certificate course. The updated content includes insights such as increased consumer demand for travel retail exclusives coupled with the footfall challenges that the industry is experiencing due to changes in passenger mix with less high spending Chinese travelers, and the emergence of Gen Z shoppers who are demanding something more than the traditional Duty Free and Travel Retail offering.

These behavioral changes make it critical for sales professionals at the forefront of retail to be trained to a universal standard, in a professional and accredited way, on the changes in the market and the main categories, and the impact this has on shopping behaviors in airports, ferries and on cruise ships.

The update is a result of months of work incorporating data and insight provided by m1ind-set, PI Insights and Generation Research, interpreted into a learning format by the Academy's respected industry subject matter expert, Nicola Wells, from USP Consulting.

The Academy's Advisory Group, comprising members drawn from leading retailers and brands, provides ongoing supervision of course content, for accuracy and relevancy.

The Duty Free World Council Academy is a not-for-profit organization, and it is grateful to the industry research organizations: Generation for their data illustrating the evolution of global, regional and category sales for the course, and m1ind-set and PI Insights for supplying the rich consumer and category data and insights on which the course content is based

The DFWC Academy was created as a key arm of the Duty Free World Council, with a mission of raising industry standards through the provision of responsible retail online training courses designed to equip participants with core selling skills and information. The Academy offers several courses, ranging from the comprehensive industry overview in the Certificate in Duty Free and Travel Retail to category specific Responsible Retail courses. Courses are delivered through ACI World Training's world-class Online Learning Centre.

Since its re-launch in 2021 the Academy has recorded almost 13,000 student enrolments. Leading airport retailers enrolling team members to DFWC courses are 3Sixty Duty Free, Avolta, Dubai Duty Free, Qatar Duty Free along with Harding+ in the cruise channel.

Toblerone redesigns look of Travel Retail range



Mondelez World Travel Retail (WTR) is introducing a premium redesign of its Toblerone portfolio, which is rolling out across airport locations globally this month. By tapping into key purchase drivers among international consumers, Mondelez WTR is positioning “travel’s most iconic chocolate brand” for future growth.

Mondelez says that a Toblerone is sold every second in the travel retail channel, so that the redesign process was meticulously crafted with the traveling shopper at its core.

With brand appeal consistently ranking in the top three purchase drivers for confectionery, Toblerone’s signature red logo serves as a signpost for the category in duty free locations worldwide. The impactful new identity is set to increase shopper engagement, trial and conversion by elevating Toblerone’s appeal in line with key purchase drivers: *Taste, Swiss heritage, Differentiated Offering, and Gifting.*

The travel retail exclusive packaging for Toblerone features a modern champagne gold tone, simplified background, sophisticated texture and a high-quality print finish. This new look and feel strengthens Toblerone’s differentiation in the channel by offering travelers something that can only be found in airport locations. In addition, the redesign features the Swiss flag, a nod to Toblerone’s heritage and its ongoing promise of premium Swiss quality.

Emphasizing taste, the enhanced packaging showcases a more prominent, glossy image of the Toblerone chunk - also featured on the pack’s end panel to elevate on-shelf visibility.

The refreshed packaging will be introduced across the brand’s 340g bar, its full range of Flavors and Messages options, and the Toblerone Tiny collection.

The Toblerone marketing team based their approach on shopper insights, which played a key role in refining every detail. The survey findings consistently highlighted the following top attributes of Toblerone: it is a brand they trust, it offers delicious chocolate, and it’s worth paying more for.

Anna Somogyi, Director Category, Customer & Shopper Marketing at Mondelez WTR:

“Toblerone is one of the most recognizable and loved brands in travel retail. This redesign is about building on that strength to ensure that we continue to be the chocolate of choice for global shoppers looking for unique taste, quality and gifting options. By combining impactful visuals, premium packaging, and a clear link to our Swiss heritage, we’re delivering a refreshed look. I am thrilled that all consumer tests show promising signs, and I cannot wait to see the results in our partners’ sales.”

Mondelez expands Toblerone range with 200g recruitment bar

Mondelez World Travel Retail (WTR) is also expanding its Toblerone portfolio with the roll out of the 200g milk “recruitment” bar, designed to target the “Gift big or medium” segment at an accessible price point. This new more compact, travel-friendly version addition aims to address key barriers that limit category growth, says the company.

Mondelez partnered with retailers to test the impact of the

DFWC and industry prepare to defend duty free tobacco sales against WHO allegations of illicit trade

With the next session of the Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products (MOP4) scheduled for this November in Geneva, the duty free industry has been gathering information and preparing evidence to use to safeguard the sale of tobacco products in the channel. The stakeholders in the WHO Framework Convention on Tobacco Control continue to attack the sale of duty free tobacco as a major source of illicit trade, despite overwhelming evidence to the contrary.

In an online press briefing held by the Duty Free World Council (DFWC) and other industry stakeholders last week, the organizations revealed that they have been engaging with customs authorities around the world to determine the effectiveness of the duty free market’s security and transparency as part of its efforts to defend the channel from the allegations.

“We’ve received customs feedback from a significant number of markets already confirming that in their view, duty free is secure, transparent and a trusted retail channel, and is not linked to the illicit trade in tobacco,” said Sarah Branquinho DFWC President during the media briefing.

In addition, DFWC has completed a new study on illicit trade in tobacco. Compiled by

York Aviation, the study highlights three key findings:

Genuine duty free products account for only 0.067% of global illicit tobacco trade. This number is slightly less than that tracked during the DFWC’s study conducted in 2023.

A single clandestine factory produces nearly twice as much illicit tobacco as that accounted for by all genuine duty free products.

Illicit manufacturers fraudulently mislabeling their products as duty free results in significant damage to the legitimate sector.

Support for the initiative is broad based across all categories. The duty free channel is an extremely effective shop window to the international market, and the WHO accusations are attacking the integrity of the market.

“It’s about defending the integrity of our market against global criminality,” commented one of the spokespeople.

DFWC’s Branquinho concluded the presentation stressing the importance of the industry’s *Duty Free: Trusted, Transparent, Secure* campaign, which looks to raise awareness of the issue of illicit trade, counterfeiting and intellectual property theft, and thanking the retailers around the world who have been assisting the campaign.

For more information, go to <https://dfworldcouncil.com/>

the bar, which has proven effective in driving customer recruitment and increasing sales. Incrementality was most pronounced in locations where the bar was prominently displayed along high-traffic areas, attracting shoppers who initially had no intention to shop in duty free.

Toblerone is introducing two new 200g milk messages: ‘Total Bestie Vibes’ and ‘Seriously Epic Travel’. In a concept test survey



these two new messages were ranked top by all key traveling nationalities and showed very high appeal amongst Gen Z shoppers.

Teremana Tequila celebrates first anniversary in GTR



Teremana, the premium, award-winning tequila founded by Dwayne ‘The Rock’ Johnson, is marking its first year in global travel retail, celebrating its success as it disrupts the tequila category and is on the way to achieving brand internationalization.

Since its April 2024 launch, the premium, small-batch tequila brand is available in all regions in global travel retail and has engaged with over 23m consumers across 16 different markets. Blanco (€49.99/US\$45.99), Reposado (€54.99/US\$49.99) and Añejo (€64.99/US\$59.99) 1L ABV 40% are all performing strongly, especially the two more premium styles, reports the company.

Teremana’s global distribution partner, Mast-Jägermeister SE is now driving distribution into new markets, in collaboration with operators around the world, as the launch phase continues. International airports remain the number one priority in 2025, but distribution will expand into other channels, including ferries and border stores.

“This past year has been a very exciting year, exceeding our expectations,” says Mast-Jägermeister SE Vice-President Global Travel Retail, Tobias Witte. “Travel retail is the perfect channel to establish Teremana’s global presence and we are very proud of the hard work by

all parties to deliver such great results in a very short space of time.

“The tequila category is seeing strong growth globally and this trend is reflected in GTR in both volume and value. Tequila is also gaining traction with increased space dedicated in store. The future is exciting, as more consumers seek out tequila, learn about the category and experience the taste.”

Teremana is a premium, small-batch tequila, founded by Dwayne ‘The Rock’ Johnson. Teremana has its own unique NOM, 1613 and is crafted at Destileria Teremana De Agave nestled in the highest peaks of the Jalisco highlands.

Each bottle is crafted from 100% fully mature blue agave, slow-roasted in traditional brick ovens and distilled in handmade

copper pot stills. Three years after its debut, in 2023 Teremana became the fastest premium spirits brand to sell 1 million 9-liter cases within a 12-month period in the U.S.

In addition to travel retail, Teremana also launched into four new domestic markets in 2024, including the UK Australia, UAE and Germany. This year, Teremana will launch into 20 more domestic markets across Europe, Asia Pacific, South America and Africa.

“We are delighted with the performance of award-winning Teremana since its launch into global travel retail just one year ago, as its expansion fuels international consumer awareness and demand,” says Mast Jägermeister SE Marketing Director Global Travel Retail, Stephanie Cleary. “Our task now in GTR is to continue to introduce the tequila category to a new global audience and engage consumers with the Teremana brand.”

In 2025, the Teremana *Share the Mana* campaign will continue with pop-up spaces, exploring the spirit’s provenance and the craft that goes into each bottle. The installations, including tasting bars and prominent and engaging displays, featuring Dwayne Johnson, offer consumers the chance to *Share the Mana* through their own stories of gratitude on social media.



Teremana debuted in global travel retail at JFK International Airport with DFS at Terminal 4 in April 2024, with the inaugural *Share the Mana* campaign.

AdVini announces partnership with Duty Free Global

Duty Free Global Ltd has announced a new partnership with leading international wine group AdVini.

AdVini already has a significant presence in the travel retail sector, but the new agreement with DFG is focused on specific markets that AdVini doesn’t currently cover.

Duty Free Global founder Barry Geoghegan tells *TMI* that DFG will represent AdVini in airport retail globally, as well as opportunities in cruise.

“This new partnership will reinforce AdVini’s strategy in the Global Travel retail market thanks to the support of DFG’s dedicated sales team of experts,” says Ieva Olina, AdVini Travel Retail key account manager. “We’re delighted to be working with Barry Geoghegan and the Duty Free Global team; their industry knowledge, reputation and expertise is unparalleled.”

The agreement includes AdVini’s global brands from Bordeaux and Rhône Valley, as well as other regions in the South of France, such as Provence, Languedoc-Roussillon, and main brands from AdVini’s South African wine offer.

“The team at Duty Free Global had the pleasure to visit the amazing French wine estates with AdVini earlier this year. We are very excited to launch this new partnership at TFWA Asia Pacific to all of our friends in the region. The approach that AdVini has to the wine business is fully aligned with DFG. The AdVini team understands the nuances and requirements which are unique to the GTR channel, and we are really looking forward to tasting the excellent range with the operators in Singapore next month,” says Barry Geoghegan, Founder, Duty Free Global Ltd.

DFG will be showcasing a selection of AdVini’s fine wines at the upcoming TFWA Asia Pacific Exhibition & Conference 2025.