

## DFWC & TFWA launch new campaign against illicit trade, counterfeiting and intellectual property theft

The global duty free and travel retail industries are banding together in a new campaign that targets illicit trade, counterfeit goods and intellectual property theft.

Organized by the Duty Free World Council and Tax Free World Association, the global campaign—**Duty Free: Trusted, Transparent, Secure**—launched July 6. Its goal is to highlight the industry's stance against and dangers of the illicit trade in counterfeit goods, and urge governments to take action and collaborate with the industry in fighting this activity.

In a press briefing this week, DFWC President Sarah Branquinho and TFWA President Erik Juul-Mortensen and Managing Director John Rimmer underlined that counterfeiting, intellectual property theft and illicit trade are a growing concern for industries across the world.

The duty and tax-free industry, like many other industries, lose millions every year in lost sales opportunities as a result of these criminal activities, they said.

“Every counterfeit product bought is a lost sales opportunity for a legitimate retailer,” noted Branquinho.

With the industry committed to actively supporting the global anti-illicit trade enforcement community and governments to counter this growing threat, the theme of the new campaign is that the duty free channel is one of the most trusted, transparent, secure and legitimate supply chains in the world and



*Trusted for over 75 years*



products sold in travel retail shops are authentic, genuine and traceable.

The program—which is supported by all the regional associations and trade groups—has also launched an information-packed website—[www.dutyfreefacts.info](http://www.dutyfreefacts.info)—that details facts about duty free, its history and industry actions, such as policies and reports, and information on supply chains and security. The website will be dynamically updated as news occurs.

“TFWA is all about brands, and we are here to promote and protect the brands,” explained Juul-Mortensen, during the press briefing.

Speaking at the launch of the campaign, Branquinho said: “I am delighted to mark the launch of this important campaign. The duty and tax-free industry has a zero-tolerance approach to counterfeiting, intellectual property theft and illicit trade, and we are proud that our industry has one of the most secure and transparent supply chains in the world. Our retailers and brand owners lose millions in lost sales opportunities each year to the criminals who control illicit trade, and we urge governments around the world to collaborate with our industry on this important issue.

“Duty- and tax-free retailers worldwide stand shoulder to shoulder with our brand-owner colleagues, and those on the front line in the fight against these crimes.”

**Erik Juul-Mortensen, Tax Free World Association (TFWA) President** said: “TFWA, together with key duty and tax-free industry leaders, is honored to be part of this joint global campaign against all illicit trade, counterfeit goods and intellectual property theft. The duty- and tax-free industry is keen to establish effective working partnerships with other industries, key agencies and intergovernmental organizations to continue to tackle illicit trade in all its forms.”

Further information on the campaign can be found at [www.dutyfreefacts.info](http://www.dutyfreefacts.info)

### IAADFS revises dates for 2023 Summit of the Americas

The International Association of Airport and Duty Free Stores (IAADFS) has revised the dates for the 2023 Summit of the Americas, which will now be held April 16-19, 2023, at the Palm Beach County Convention Center in West Palm Beach, Florida.

The dates were originally April 18-21.

With the revised dates of April 16-19, the 2023 Summit returns to the traditional day pattern from previous years, with the Opening Reception on Sunday, April 16, and with the exhibit booths and private rooms open to attendees on Monday through Wednesday, April 17-19.

“When we originally booked this event with the city of West Palm Beach back in 2019, our preferred Sunday to Wednesday pattern was not available, but we recently were made aware of updated availability,” commented IAADFS President and CEO Michael Payne. He added, “This shift of dates to our traditional day pattern restores consistency and probably will eliminate confusion for some of the attendees who have been coming to our event for many years and are used to this Sunday to Wednesday pattern.”

The space request process for the 2023 Summit will begin soon, with registration and housing anticipated to open in September. Press inquiries should be directed to IAADFS President and CEO Michael Payne at +1-202-367-1184 or [iaadfs@iaadfs.org](mailto:iaadfs@iaadfs.org).



**Save the date!**

**Encuentro de Border Shops 2022**

**November 8, 9 & 10**

**Hyatt Centric Montevideo**

**BY THE NUMBERS**

## IATA: Returning International air travel drives May traffic recovery

The recovery in air travel accelerated heading into the busy Northern Hemisphere summer travel season, pushing international traffic in May up 325.8% versus May 2021, reports the International Air Transport Association (IATA).

The easing of travel restrictions in most parts of Asia is accelerating the recovery of international travel, said the group, although May 2022 international RPKs still only reached 64.1% of May 2019 levels.

**Total traffic** in May 2022 (measured in revenue passenger kilometers or RPKs) was up 83.1% compared to May 2021, largely driven by the strong recovery in international traffic. Global traffic is now at 68.7% of pre-crisis levels.

**Domestic traffic** for May 2022 was up 0.2% compared to the year-ago period. Significant improvements in many markets were masked by a 73.2% year-on-year decline in the Chinese domestic market due to COVID-19 related restrictions. May 2022 domestic traffic was 76.7% of May 2019.

### International Passenger Markets

**North American** carriers: international traffic rose 203.4% in

May versus May 2021. Capacity rose 101.1%, and load factor climbed 27.1 percentage points to 80.3%. With most restrictions removed for travelers from this region, tourism and a high willingness to travel continue to foster the international recovery as several other routes areas are now outperforming 2019 results.

**Latin American** airlines' May traffic rose 180.5% compared to May 2021. May capacity rose 135.3% and load factor increased 13.5 percentage points to 83.4%, which was the **highest load factor among the regions for the 20th consecutive month**. Some routes, including those from Central America to Europe and to North America, are outperforming 2019 levels.

**European carriers:** May traffic rose 412.3% versus May 2021. The impact of the war in Ukraine remained limited to areas directly impacted.

**Asia-Pacific** airlines air traffic rose 453.3% in May compared to May 2021. This is significantly

higher than the 295.3% year-on-year gain registered in April 2022. Improvements in the region are being driven by reduced restrictions in most of the region's markets, except China.

**Middle Eastern** airlines' traffic rose 317.2% in May compared to May 2021. The progressive re-opening of Asian markets is boosting traffic through Gulf hubs.

**African** airlines had a 134.9% rise in May RPKs versus a year ago. May 2022 capacity was up 78.5% and load factor climbed 16.4 percentage points to 68.4%, the lowest among region.

International forward bookings over-performed domestic bookings in May, reports IATA.

International bookings increased markedly, over-performing domestic sales briefly thanks to the easing of travel restrictions and a strong desire to travel abroad which have encouraged consumers to book for the summer season.

Overall, domestic bookings improved in May, and the global domestic market's resilience is now staging a slight recovery, says the airline group.



*"The travel recovery continues to gather momentum. People need to travel. And when governments remove COVID-19 restrictions, they do. Many major international route areas – including within Europe, and the Middle East-North America routes – are already exceeding pre-COVID-19 levels.*

*"Completely removing all COVID-19 restrictions is the way forward, with Australia being the latest to do so this week. The major exception to the optimism of this rebound in travel is China, which saw a dramatic 73.2% fall in domestic travel compared to the previous year. Its continuing zero-COVID policy is out-of-step with the rest of the world and it shows in the dramatically slower recovery of China-related travel,"*

Willie Walsh,  
IATA Director General

## White House announces \$1 billion in grants to upgrade America's airport terminals

The Biden administration announced that it will spend \$1 billion to upgrade 85 airports around the U.S. Projects will increase airport capacity, energy efficiency and accessibility, according to the statement issued by the White House on July 7.

The grants will be funded through President Biden's Bipartisan Infrastructure Law, noted U.S. Transportation Secretary Pete Buttigieg.

The funding is from the Airport Terminal Program, one of three aviation programs created by the Bipartisan Infrastructure Law, and is the first installment in what will be a \$5 billion investment. The law provides \$1 billion annually for

five years for Airport Terminal grants.

Historically, the FAA has invested in runways, traffic-control towers and back-of-house infrastructure. The Bipartisan Infrastructure Law has earmarked dedicated funding to support modernizing airport terminals across the country.

The largest of the Federal Aviation Administration grants include \$60 million to improve the terminal and replace the bag-handling system at Denver International Airport, \$50 million apiece for Boston's Logan Airport and Orlando International Airport in Florida, \$49.6 million for Dulles Airport outside Washington, D.C.,

to build a new concourse and \$20 million for Pittsburgh International Airport to build a new terminal next to the old one. Los Angeles World Airports (LAWA) will also receive \$50 million in funding for LAX to modernize its terminal roadway.

Among the monies awarded, 70 grants will help expand terminal capacity; 76 grants will be used to increase terminal sustainability; 47 grants will go to improving airport access for disadvantaged populations and rural airports; 73 grants will help provide greater access to individuals with disabilities and two grants are awarded to airports to build new air traffic control towers.

The Infrastructure Investment and Jobs Act, originally announced last year, makes a historic investment in the U.S.' infrastructure and competitiveness.

In addition to the airport funding, it will rebuild America's roads, bridges and rails, upgrade and expand public transit, modernize the nation's ports, improve safety, tackle the climate crisis, advance environmental justice and invest in communities that have too often been left behind, according to the White House statement.

## Puig strengthens Carolina Herrera presence in the Americas with omnichannel campaign for 212 Heroes For Her



Incorporating a strong Sense-of-Place and immersive instore experiences, Carolina Herrera 212 Heroes For Her takes off in Buenos Aires, Sao Paulo and Panama airports.

Puig has launched Carolina Herrera 212 Heroes For Her in Americas Travel Retail with a major omnichannel campaign spanning 44 locations in 20 countries across the region.

The launch activation establishes the newest masterbrand in the Carolina Herrera universe in strategic LATAM locations.

Offering travelers the full 212 Heroes For Her experience, the campaign strengthens the presence of 212 Heroes with a distinct story. The innovative new eau de toilette for women offers a vegan formula and a revolutionary bottle inspired by the silhouette of a skateboard.

### Geo-Targeted campaigns

Targeting travelers at every stage of their journey, the omnichannel activation immerses shoppers in the 212 Heroes For Her concept across a range of touchpoints.

The campaign utilizes digital channels including geo-targeted social media campaigns, display media targeting travel bookers and those with an intention to travel, a strong presence on retailers' e-commerce platforms and high-footfall digital media screens in key airports.

These channels deliver an array of attention-grabbing media assets incorporating a strong Sense-of-

Place tailored to top locations and a call to action to sample fragrances instore.

Instore, Carolina Herrera 212 Heroes For Her takes shoppers on an impactful experience to a highly original 212 Metro station with fragrance bars, a fragrance profiling counter, a series of screens displaying striking campaign content and a number of Instagrammable photo spaces for social-media savvy shoppers.

### Retailainment enhancements & Influencers

Several retailainment elements draw shoppers even further into the 212 universe – a physical Plinko game allows them to discover their favorite 212 fragrance, while a digital game leverages augmented reality to take them on a thrilling skateboard ride through the streets of New York.

The campaign was active across major Latin American airports between March and May, including São Paulo Guarulhos, Buenos Aires Ezeiza, Mexico Benito Juárez, Lima Jorge Chavez, Cancun, Panama's Tocumen Airport, as well as New York John F. Kennedy and Miami International in the U.S.

Puig also partnered with influencers in the key markets of Argentina, Brazil and Mexico to amplify the launch campaign.

The 212 Heroes For Her bottle is one is one of the brand's most ambitious designs ever. Its silhouette evokes the skateboard of 212 Men Heroes, but with new proportions, new contrasts between materials – crystal and metal – and new sizes: 80 ml and 50 ml, aiming to make 212 Heroes the everyday, on-the-go fragrance for women around the world.

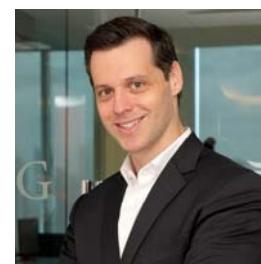


**Felipe Grant, Puig Travel Retail Americas General Manager**, commented: “The Carolina Herrera brand has become synonymous with a sense of boldness and adventure, from iconic scents and ground-breaking bottles to standout campaigns – particularly in travel retail. The bold storytelling and identity behind 212 Heroes For Her has fuelled a hugely engaging and immersive omnichannel launch campaign, spanning multiple touchpoints to build awareness and drive sales leveraging on the recovery of the channel. We are delighted to bring this universe to life in partnership with key retailers in a region where Carolina Herrera resonates so strongly.”

In 2021, Puig recorded sales of €2,585M. The company sells products in 150 countries and operates 27 subsidiaries.



Attention-grabbing high visibility media placements, as above in Panama.



Felipe Grant.



## Go Travel extends partnership with InMotion and MRG across further 37 additional U.S. airport locations



Go Travel is increasing its presence in U.S. airports with an extension of its agreement with InMotion to distribute its branded products to an additional 37 stores operated by Marshall Retail Group (MRG) in key locations.

Go Travel is providing a full range of travel accessories with a particular focus on its U.S. produced memory foam pillow, the American Dreamer.

"Our relationship with InMotion is better than ever, and our expansion to these key U.S. markets bodes well for future growth in the North American market. So far in 2022, we've seen strong performance in the U.S., driven by domestic travel," said Stephen Worden, Go Travel General Manager.

"We're now starting to see international travel return rapidly,

## WB Canna Co. & Wellness adds Flow Beverage Corp. as distribution partner for Carib and Central America

Flow Beverage Corp. has signed a distribution agreement with WB Canna Co. & Wellness to distribute Flow products across the Caribbean and Central America. WB Wellness will distribute Flow Alkaline Spring Water, as well as select Flow flavored water, in up to 25 Caribbean markets, up to seven Central American markets, and in travel retail in the region over the term of the distribution agreement.

Flow is one of the fastest-growing premium water companies in North America. Founded in 2014, Flow provides sustainably

and this is the perfect time to be bringing Go Travel's comprehensive range of solutions to our customers in our News & Gift stores," said Pete Newbould, Senior Vice President of InMotion.

"MRG is committed to creating unique experiences, with our store environments and our products tailored to the respective local market. We're looking forward to working with Go Travel to match its wide range of travel solutions to the needs of our customers across North America."

The MRG retail expansion plans follow the launch in May 2021 of InMotion's 'Quad' front of store display stand, which displays Go Travel's full range of accessories and pillows within a small retail footprint.

Go Travel is now distributed across 154 MRG outlets.

sourced naturally alkaline spring water in a sustainable, 100% recyclable and up to 75% renewable, plant-based pack. The brand is B-Corp Certified with a best-in-class score of 126.5. It offers health and wellness-oriented beverage products that include its original spring water, as well as award-winning organic flavors, collagen-infused flavors, and vitamin-infused flavors in sizes ranging from 330-ml to 1-litre.

Sold at over 35,600 stores in North America, Flow is listed with luxury hotel operator Accor and

## Travel Retail specialist Alan Snelling retires after 50 years



TMI's publisher Lois Pasternak with the charming Alan Snelling in Cannes last year. Snelling announced that he is retiring after 50 years in the industry.

After 50 years in International Sales, most of those in the duty free and travel retail business, Alan Snelling announced that he would be retiring on June 1st.

Snelling has had a colorful career in the channel. Starting with Parker Pens back in 1972, Snelling found his true home joining Beefeater Gin in 1983, looking after key accounts in Africa, Middle East and Far East.

In 1991 Alan set up his own company, Ufton Travel Retail Ltd, which has now been operating for over 30 years.

The trading and consultancy business, specialising in the wine and spirits categories, has solved a multitude of problems for suppliers and operators throughout the world. "There have been some big changes over the years, most significantly in technology – those first 25 years were successfully achieved without

mobile phones nor computers," comments Snelling. "In those early years, there were some real characters in the industry and people became synonymous with their brands; then in the late 1980's major brands, airport operators, and even airlines began to merge – a process continuing to this day, which has brought a new style of management more suited and adaptable to the development of new technology through which the industry needs to survive."

Since those early years, Snelling has attended all but three of the European exhibitions organized by Tax Free Trader and TFWA – some 47 events, and was a member of the TFWA Management Committee in the late 1980s.

Alan will be keeping an eye on the industry from a distance, and sends his best wishes to all friends in the Travel Retail world.

Norwegian Cruise Line.

Flow founder and CEO, Nicholas Reichenbach, said, "The consumer recognition of Flow's value proposition as a leading brand in sustainable practices is accelerating rapidly in the Caribbean and Central America, and we are delighted to be partnering with WB Wellness to quickly access new points of distribution in these new markets. This distribution also adds an incremental step for Flow into the Caribbean market, complementing the recent partnerships with luxury hotel

operator Accor and Norwegian Cruise Line."

"Flow Alkaline Spring Water and Flow flavored water are ideally suited for our growing portfolio of wellness products, not only for their high-quality, superior taste, but also because sustainability has become an increasingly important concern in the markets where we operate," said Phillip Jarrell, Chief Operating Officer of WB Wellness.

*Continued on next page.*

## WB Canna Co. & Wellness adds Flow Beverages to distribution portfolio

Continued from page 4



“Waste management on Caribbean islands, for example, is crucially important and so consumers in those markets value and appreciate brands like Flow that are committed to offering its products in recyclable and renewable packaging. Also, many cruise line operators and hotels in the region are now mandating the elimination of plastic in favor of sustainable eco-friendly packaging alternatives, and Flow products fit that need perfectly,” said Jarrell.

## WGS releases GTR exclusive *The Balvenie The Week of Peat 19 YO*

William Grant & Sons has released *The Week of Peat Aged 19 Years*, the latest addition to The Balvenie’s Stories range. The global travel retail exclusive smoky single malt has been matured in three different types of casks and was created by The Balvenie Malt Master’s Apprentice, Kelsey McKechnie, under the stewardship of industry legend David C. Stewart MBE.

“For a week a year, The Balvenie distills a batch of peated malt celebrating the traditional whisky making of the past. This adds an extra layer of peated intensity to our signatured honey character. A 19 year old take on Balvenie’s delicately smoky Week of Peat, this expression has matured just a

Pernod Ricard Global Travel Retail (PR GTR) has launched seven ultra-rare Single Cask Editions from Secret Speyside, available exclusively in global travel retail.

This new series is made up of seven whiskies aged between 21 and 27 years and coming from four of the most “revered and elusive distilleries” in the renowned Speyside region. These include the vanished distillery of Caperdonich, the Longmorn distillery, the Glen Keith distillery, and the remote Braes of Glenlivet distillery.

The Secret Speyside Single Cask Editions showcases the depth and diversity behind the Speyside distilleries, with the company saying each edition has an undiscovered character that is entirely unique to its individual cask. The expressions have been matured in seven separate American Oak casks, a selection of which were first-fill.

After launching in global travel retail across 25 markets in 2019, PRGTR has now developed this handpicked selection of ultra-rare whiskies exclusively to travel retail. Secret Speyside has since expanded into key Single Malt domestic markets including the

little longer in three separate types of casks resulting in a single malt rich in honey, vanilla and citrus notes with an extra layer of delicate smokiness. First-fill and refill American oak bourbon casks amplify the peat’s rich smokiness and draw out a syrupy sweetness while Oloroso sherry butts round it out with a new lingering taste of cinnamon and ginger spice,” says McKechnie.

The Week of Peat was originally inspired by distillery manager Ian Millar who spotted a week’s gap in the distillery schedule. Millar experimented with The Balvenie profile and ordered a batch of Speyside peat. Now for one week each year, the distillery creates peated whisky using Speyside peat.

UK and China.

**Liya Zhang**, vice-president of marketing, PR GTR, commented:

“The ultra-rare range of Single Cask Editions fuse the rich heritage and unique characteristics derived from the four celebrated and elusive distilleries at the heart of the revered region of Speyside, presenting travel retail shoppers with a unique opportunity to explore and collect new and rarer treasures.

“As a rich and rapidly growing category, we are thrilled to present

this remarkable range of rare Single Cask Editions exclusively to travel retail. The ultra-limited malts present an opportunity for PR GTR to cut-through the Prestige+ category in duty free, offering unique expressions collectors cannot find anywhere else.”

Unique editions from the global travel retail exclusive Secret Speyside Single Cask release will be available to purchase at individual RRP’s exclusively across key partners, including: (continued below photo)



Secret Speyside Caperdonich Peated 1996 exclusive to Heinemann, Frankfurt. RRP \$1,050 USD

Secret Speyside Caperdonich Unpeated 1996 exclusive to Dufry, Heathrow. RRP US\$1,050  
Secret Speyside Braes of Glenlivet 1992 exclusive to Dubai Duty Free. RRP US\$990

Secret Speyside Glen Keith 1998 exclusive to CDFG, Shanghai. RRP US\$450

Secret Speyside Glen Keith 1994 exclusive to Lagardère, Hong Kong. RRP US\$760

Secret Speyside Longmorn 1998 exclusive to Lotte, Singapore. RRP US\$480

Secret Speyside Longmorn 1995 exclusive to Everrich, Taiwan. RRP US\$800.

Prices are subject to change according to exchange rates.



## EMPLOYMENT OPPORTUNITIES

**MONARQ Group**

is seeking a resourceful, energetic and proactive **Regional Manager**

to join our commercial team to manage the sales and promotions of our portfolio of Spirits, Wines and Beer in selected Central America and Caribbean markets.

The successful candidate will work closely with colleagues throughout the different office locations as well as our distributors to inspire and motivate their teams to execute marketing strategies and increase sales.

**Responsibilities:**

Secure and reinforce strong distribution of the MONARQ portfolio in the assigned territories.

Develop and maintain strong relationships in collaborating with and supporting our distribution partners in pursuing sales and brand development.

Analyze industry and local trends to develop and execute marketing and commercial plans to capitalize on growth opportunities.

Prepare, monitor and achieve targets, budgets and forecasts.

Facilitate and participate in brand training/educational sessions across all sales channels.

**Qualifications required:**

Working knowledge of international trade practices with minimum 3 years' experience in sales and marketing of alcoholic beverages.

Energetic and self-motivated team player

Ability to inspire, educate and motivate a team to achieve established goals.

Resourceful with strong social, organizational and time management skills.

Excellent negotiation, communication and presentation skills.

A degree in Management, Marketing or International Business.

Proficiency in English and Spanish is required.

Based in Miami area and open to travel frequently.

**About Us:**

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

The company has offices in Miami, Mexico City, Santiago (Chile), St Maarten and a global head office in Amsterdam, The Netherlands. [www.monarggroup.com](http://www.monarggroup.com).

MONARQ is an equal opportunity employer.

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

or send your resume to  
[careers@monarggroup.com](mailto:careers@monarggroup.com)



**Tairo International**  
has an immediate opening for  
an  
**AREA MANAGER**

**Job Description:**

Your responsibilities include, but not limited to:

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

**Minimum Qualifications:**

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

**Required Skill Sets**

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

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

**Salary:**

- Pay commensurate with skill set and relevant experience level.

- Job Type: Full-time

**Benefits: Full scope of excellent benefits**

Please send resumes to:  
Rosane Garcia at

**Where Talent Meets Opportunity!**

As the Caribbean's leading product management and marketing company for Wines, Spirits and Consumer Health Care,

Stansfeld Scott offers an exhilarating career opportunity in international business.

If you have excellent interpersonal skills, a winning attitude and thrive when challenged, you may be the perfect addition to our team.

The successful candidate will be based in Tampa Bay, Florida or the Caribbean and work closely with Caribbean distributors to inspire and motivate their teams to grow market share and sales.

**REQUIREMENTS:**

- Strong analytical skills and experience in CPG (consumer packaged goods) or FMCG (fast moving consumer goods) industries
- Working knowledge of International trade practices
- Fluency in French and/or Spanish (preferred)
- Ability to travel up to 40%

Apply today to join our winning team by sending your resume to: [opportunity@stansfeldscott.com](mailto:opportunity@stansfeldscott.com)