

Avolta wins new 6-year duty-paid contract at Maceió-Zumbi dos Palmares International Airport in Brazil

Avolta (formerly Dufry) has further extended its significant footprint in Brazil with a new six year contract at Brazil's Maceió-Zumbi dos Palmares airport to operate a 170sq. meter duty-paid store.

Maceió, the capital and the largest city of the coastal state of Alagoas, is a vibrant tourist destination. The airport is an international gateway to the region, and attracts more than 2.5 million passengers annually (2023 figures). This is a new airport location for Avolta.

The duty-paid store, which began trading at the end of January, has a walk-through format, and is located at the heart of the Departures area. Travelers can shop all the core product categories, including perfumes & cosmetics, liquor, foods & confectionery, jewelry & watches, accessories including fashion items, toys, and souvenirs.

Enrique Urioste, Avolta's President & CEO for LATAM, comments, "We are delighted to have been awarded this new contract at Maceió-Zumbi dos Palmares airport and we would like to take this opportunity to thank Aena and the airport team for the trust they have shown in us.

"As the leading global travel experience player, we will leverage our extensive knowledge and expertise in this region to take the airport's shopping experience to an entirely new level for the

millions of passengers who visit this airport each year. We look forward to working in close partnership with Aena to deliver the vision they have for the retail experience at Maceió-Zumbi dos Palmares airport, as we move closer to creating a travel experience revolution," said Urioste.

Juan José Sánchez, CCO of Aena Brasil remarks, "Aena has been working to provide amazing travel experiences to passengers at its airports. The offer of a new commercial mix - with more shopping, services, and restaurants - is part of the new approach implemented at airports in Brazil. We are pleased to have Avolta on board to carry out this project at Maceió Airport."

Edinburgh contract extended

Earlier this week, Avolta also affirmed that it had obtained a 7-year contract extension to operate the tax and duty free store with Edinburgh Airport, where it has been operating for 20+ years. The contract extension includes an increase in retail space of 30%.

Edinburgh airport is the busiest airport in Scotland, handling almost 15 million passengers each year (2019 figures), and an important driver for the Scottish economy thanks to its connectivity with other parts of the UK and internationally.

Duty Free World Council Academy celebrates successful completion of courses for 3,000+ Travel Retail scholars in 2023

The Duty Free World Council Academy has announced that its responsible training courses across key Duty Free Categories were delivered to, and completed by, over 3,000 people in the Travel Retail Industry in 2023.

The Academy was originally formed in 2019 as a key arm of the Duty Free World Council. Its mission was to raise industry standards through the provision of responsible retail online training courses designed to equip participants with core selling skills and information. There are several courses, ranging from a comprehensive scholarship course to certified courses in key categories; delivery is through a partnership with ACI World Training's world class Online Learning Centre.

Since the creation of the Academy in 2019, more than **6,000 students** across many levels have completed the courses. These include some key industry figures from the Academy's advisory board who provide constant feed-back on course content by completing the courses themselves.

Such leading retailers as Avolta (formerly Dufry), 3Sixty Duty Free, Dubai Duty Free, and

Harding+ in the cruise sector, have sent members of their teams on the courses.

Sarah Branquinho, President of DFWC said: "I am delighted with the progress that the Academy has made in the last year and the course registration numbers for 2024 thus far are looking good. It is encouraging to see that retailers, brands and agencies alike are putting some traction behind training their teams in an industry leading way."

FDFA celebrates 40 years with new logo



MSC Cruises appoints Suzanne Mahoney as Head of Retail

MSC Cruises has appointed well-known industry specialist **Suzanne Mahoney** as Head of Retail, where she replaces Adrian Pittaway, who left the company last year to pursue other interests. Mahoney has relocated to Geneva for her new role, where she reports to **Stefano Menegotto**, SVP of Onboard Revenues. Mahoney will take on responsibility for the retail offering across the fleet and the future growth of the commercial retail offering.

Mahoney has over 30 years' experience in Travel Retail having started her career with Pernod Ricard's World Brands Duty Free in 1994 before joining World Duty Free in 2000. Since then, she has worked both with luxury brands such as Lanson Champagne & The Edrington Group in the US, before joining Harding+ in 2014 where she was Director of Buying & Merchandising. She joins MSC Cruises from LiBi Retail, a hospitality tech innovator that makes hotels shoppable for the brands that guests experience during their stay. She remains on the Board of LiBi Retail.

MSC Cruises also announced that **Brandon Briggs** will be taking on a new position in Fort Lauderdale next month as SVP Onboard Revenue Operations for the U.S – a market of strategic importance for MSC Cruises.

As reported last week in *TMI*, Menegotto joined MSC earlier in March. He brings more than 25 years' experience and joins MSC Cruises from a 19-year tenure with Starboard Cruise Services, where he held the role of VP & Managing Director for EMEA and APAC, leading the retail strategy for multiple cruise lines.

**Please join Women in Travel Retail+ in supporting its
2024 elected charity of the year:
the FRASI Bike to School project in Sri Lanka**



**Please give generously to help us meet our target by donating at
<https://www.womenintr.com/Projects>
(Use reference FRASI2024)**

The IAADFS Duty Free Show of the Americas taking place in Palm Beach from April 14 to 17, 2024, is just around the corner and WiTR+ will be collecting funds for its 2024 elected charity of the year.

The FRASI's **Bike to School project in Sri Lanka** [Bike to school – Associazione Frasi](#)

Sri Lanka is going through its worst economic crisis since its independence in 1948. Prices have risen, basic products are unaffordable, electricity and fuel are scarce, protests are erupting across the country. In these dire circumstances, children are quitting school. They lose basic education, together with their daily guaranteed meal. For many, walking to school has become dangerous and young girls are not safe.

Frasi's Bike to School project will provide bikes and helmets to students with good academic performance, coming from families with financial difficulties, and living more than 5km away from schools. Cycling safety and cycling repairs workshops will also be provided.

The boys and girls selected are from two schools in Gonapola, east of Colombo: Palannoruwa Central College and Kumbuka East Central College.

Along with the other local partners in the project, FRASI wishes to thank the WiTR+ in advance for their donation which will make a difference in the lives of 200 students.

**For more information, or to donate, please visit: <https://www.womenintr.com/Projects>
BECOME A WiTR+ MEMBER: www.womenintr.com**

The New Terminal One at JFK launches Global Duty Free RFP

The Port Authority of New York and New Jersey (PANYNJ), The New Terminal One (NTO) and Unibail-Rodamco-Westfield (URW) Airports have announced the launch of the commercial program for the privately funded \$9.5 billion all-international terminal scheduled to open in 2026 as part of the \$19 billion transformation of John F. Kennedy International Airport (JFK) in New York.

The commercial vision will converge New York City favorites, global powerhouse brands, engaging guest experiences and thoughtful amenities under one spectacular roof.

When fully complete, the New Terminal One will be the largest terminal at JFK, with 23 gates and more than 300,000 square feet of retail, dining and lounge space over a total footprint of 2.4 million square feet.

Global Duty Free RFP Issued

As an important project milestone, URW Airports issued its first prime operator Request for Proposals (RFP) and is seeking an innovative and bold global duty free partner to achieve its vision and connect with the vibrant local maker and vendor community to feature local products.

The tender is offered as a single package covering five outlets in the project's initial phase, with additional space provided in future phases. As part of the RFP, the operator must include at least 30% airport concessions disadvantaged business enterprise (ACDBE) participation and incorporate a minimum of 5% of local business enterprise (LBE) product in their shop floor product mix, complementary to the overall merchandising plan.

URW Airports is committed to lowering barriers to entry and providing technical assistance and support to ensure The New Terminal One reflects the rich diversity of its communities, creates strong career paths for local students and workers, and fosters impactful partnerships with local

organizations and programs including the Port Authority's [Institute of Concessions \(IOC\)](#).

The team is creating a dynamic offer of right-sized opportunities to provide flexible entry points for ACDBEs and LBEs that balance customer preferences and commercial objectives while growing the capacity of local businesses to help them reach their ultimate success.

International Shoppes is the current duty free concessionaire at Terminal 1.

Overall commercial vision

The NTO will combine a curated mix of luxury brands, premium apparel, New York's signature global cuisine and experiential categories. The collection is expected to include several first-to-airport market brands as well as a focus on unique products, food, and beverage sourced from local makers, purveyors, and farmers.

The state-of-the-art terminal design incorporates a range of emotions one feels while in New York - from the luxury excitement and vibrancy of the Met Gala to the charm of the city's neighborhood pockets and lush New York parks. Passengers will get a taste of Queens through both cuisine and aesthetics, with all five boroughs represented throughout the terminal.

"The launch of the commercial program for the New Terminal One is an important milestone as we advance towards our scheduled opening in 2026," said Dr. Gerrard P. Bushell, president and CEO of The New Terminal One.

"We are proud to partner with URW Airports to launch a world-class retail experience featuring global brands and local New York businesses, reflecting the dazzling array of offerings that our great city is known for.

"Our food and beverage selection will showcase a rich diversity of cuisines and flavors inspired by the tapestry of cultures that make up New York City, while driving real economic opportunities in our community for generations to come."



Community Outreach

URW is going to market to promote concessions business opportunities — with a focus on diverse entry points for local, women- and minority-owned businesses, from product placement to retail and dining. The community is invited to attend the inaugural virtual information sessions:

* Introduction to Airport Concessions Opportunities (virtual) - Tuesday, April 16, 2024, from 1 to 2 p.m. ET

* Airport Certified Disadvantaged Business Enterprise (ACDBE) Concessions JV Equity Partnership Opportunities (virtual) - Tuesday, April 23, 2024, from 1 to 2 p.m. ET

Visit www.aNewJFK.com to sign up to attend an event, register for business opportunities and stay up-to-date on news and events on the NTO commercial program.

About The New Terminal One

The NTO is being built on sites

now occupied by JFK's Terminal 1, the recently closed Terminal 2, and the former Terminal 3, where it will anchor the international airport's south side. Construction is taking place in phases. The first phase, including the new arrivals and departures halls and first set of 14 new gates, is expected to open in 2026.

At completion, anticipated in 2030, the NTO will be 2.4 million square feet, making it the largest terminal at JFK and nearly the same size as LaGuardia Airport's two new terminals combined. NTO will be a state-of-the-art international-only terminal with 23 gates.

Sustainably designed and future-focused, the terminal will feature expansive, naturally lit public spaces, cutting-edge technology and an array of amenities designed to enhance the customer experience and compete with some of the highest-rated airport terminals in the world.

MSC to host naming ceremony for MSC World at new cruise terminal in Miami in April 2025

MSC Cruises will host the naming ceremony for its newest mega-flagship—*MSC World America*—on the evening of April 9, 2025 at the company's new PortMiami terminal. The ceremony will honor MSC Cruises' investment in Miami and its commitment to the North American market, with the traditional breaking of a champagne bottle and a slate of immersive onboard events highlighting everything the ship has to offer.

The *MSC World America* will be MSC Cruises' largest ship to serve the U.S. and its first in the region to be powered by LNG.

MSC World America is the second of the line's groundbreaking World Class ships. It is specially designed with the North American guest in mind, featuring unique restaurants, bars and experiences that seamlessly blend European design with American comfort.

Spanning 22 decks, measuring more than 150 feet wide and featuring 2,614 staterooms, *MSC World America* will be the centerpiece of the Miami skyline when she is named in 2025.

Rubén A. Rodríguez, President, MSC Cruises USA, said: "There is no better place to welcome *MSC World America* than the cruise capital of the world. We look forward to seeing her sail out of our new, state-of-the-art cruise terminal built in partnership with Miami-Dade County and PortMiami. As we build upon our offering in the North American market and help attract more international guests to the Caribbean, we are excited to bring our newest and most remarkable ship yet to Miami. We eagerly await April 2025, when we can welcome guests on board to experience the world of choice that our new flagship has to offer."



Rendering of new MSC Cruise Terminal at PortMiami, currently under construction. It will be the world's largest terminal when it opens in 2025.

MSC is underscoring its dedication to South Florida through both the launch of *MSC World America* at MSC Cruises' new PortMiami terminal, coupled with MSC Cruises' upcoming \$100 million U.S. headquarters in downtown Miami.

The PortMiami facility will be the world's largest cruise terminal once completed and is poised to revolutionize the cruising experience for up to 36,000 guests each day. The terminal will support MSC Cruises' continued growth at PortMiami.

Following the naming ceremony, *MSC World America* will set sail for her inaugural season on April 12, 2025.

She will sail alternating 7-night Eastern and Western Caribbean itineraries with stops in Puerto

Plata, Dominican Republic; San Juan, Puerto Rico; Costa Maya and Cozumel, Mexico; Isla de Roatan, Honduras; and Ocean Cay MSC Marine Reserve in The Bahamas.

MSC World America is carefully designed to help reduce her impact on the environment. The ship runs on LNG, a lower-emissions fuel, and is ready for renewable energy sources.

Shore power connectivity, where available, reduces emissions by allowing the ship's engines to be switched off in port. Smart technology is used throughout the ship to ensure guests can travel in comfort while keeping energy and water use low. A robust onboard recycling program minimizes waste, and even the propellers are designed to reduce noise and avoid disturbing marine life.

About MSC World America

MSC World America will create an eye-catching silhouette against the Miami skyline when she enters service in April 2025. The new World Class ship's signature plumb bow will rise vertically from the waterline and her Y-shaped aft will open onto the impressive outdoor World Esplanade. Overall, *MSC World America* will contain more than 420,000 square feet of public space, and offer top-of-the-line features and facilities.

Tulum flights from the U.S. take off at the end of March; new Maya Tren connects with Cancun

Since the new Felipe Carrillo Puerto International Airport in Tulum, Mexico was officially inaugurated in December, it has been handling domestic traffic on carriers like Viva and Aeromexico.

Now, at the end of March, the new airport will begin receiving direct flights from the United States.

American carriers Delta, Spirit, United, American and JetBlue, will begin flying between the U.S. and Tulum on March 28.

Delta will offer service between Atlanta and Tulum, American will launch with service from Charlotte, Miami and Dallas-Fort Worth. Spirit will operate Tulum routes from Orlando and Fort Lauderdale.

On March 31, United will begin nonstop flights from Newark, Los Angeles, Houston and Chicago. In June, JetBlue will begin service out of New York's John F. Kennedy International Airport.

The new direct flights are expected to be a huge boon to the up-and-coming tourism in the region, complementing that of nearby Cancun.

Tulum is also benefiting from the launch in December of the \$20 billion Tren Maya (Maya Train) project, which connects Cancun and dozens of destinations across the Yucatán peninsula, including Tulum. When completed, the train will feature 34 stops across the states of Quintana Roo, Yucatán, Campeche, Tabasco, and Chiapas.

"We are already seeing an uptick in business at our two Rouge stores in Tulum from the opening of the new airport and the train traffic," confirmed Raymond Kattoura, whose company Duty Free and Travel Retail Group manages the Rouge stores in the Caribbean. "We expect the new direct flights to the U.S. to bring significant increases," he tells *TMI*.

One on One with Dermot Davitt *The Moodie Davitt Report's* president talks with *TMI* about Retail Day at Seatrade Cruise Global in Miami in April



The Moodie Davitt Report's Dermot Davitt moderated a panel made up of Carnival Cruise Line VP of Onboard Revenue Luis Terife, Starboard Cruise Services President & CEO Lisa Bauer, and What Comes Around Goes Around CEO Seth Weisser at last year's Seatrade Cruise Global.

Seatrade Cruise Global is partnering with *The Moodie Davitt Report* to host a dedicated retail day at its 2024 event in Miami. The event runs from April 8-11 at The Miami Beach Convention Center with the retail sessions taking place at the same venue on the morning and afternoon of April 10.

Through the collaboration, a full day of retail-related programming will take place for the first time at Seatrade Cruise Global.

This reflects the fast-growing importance of retailing to cruise line revenues and its role in enhancing the guest experience, and follows a successful Retail panel session at Seatrade 2023.

The Moodie Davitt Report President Dermot Davitt tells *TMI* that the full day dedicated retail conference comes after a positive response to the 2023 panel session.

"Delegates that attended were pleased to see a focus on the retail business, which has become so vital for cruise lines, given its own space in the event calendar. With Seatrade Cruise Global's status as the world's major gathering of the cruise line industry each year, it offers a platform for discussion and

debate about the role of retail and its future," says Davitt.

Themes to be addressed at the event include the future of onboard retailing, industry partnerships, sustainability in the retail design and offer, technology, the role of people, cruise port collaborations and how the sector can drive luxury brand growth to the next level. Thought leadership will be provided by a combination of senior cruise line executives, leading concessionaire representatives and brand owners.

"This year we feature a full day of retail-themed conferencing in a dedicated space, well supported by leading concessionaires Starboard and Harding+, plus brands and brand representatives including Effy Jewelry, Duty Free Global and DENIZEN Destination. Our sessions co-organized with Seatrade Cruise Global will include a keynote interview with a senior cruise line figure about the role of retail in commercial terms and in shaping the guest experience. We will discuss partnership within the cruise 'Trinity' with input from a cruise line, concessionaire and brand owner," says Davitt.

"We will talk about nurturing people and teams in cruise retail, asking how we can better attract and retain staff and what factors ensure a committed, enthusiastic workforce?"

"We will cover the importance of 'going local' and 'story-telling' in retail, both from cruise line and port viewpoint.

"We will explore the opportunity for luxury jewelry & watches in cruise retail, with input from cruise line, retailer and brand. And we will address what sustainability means in the context of retail design and product offer onboard cruise ships."

"We will also feature senior figures from Starboard, Harding+, Heinemann Americas, Avolta, Global Ports Holding, Effy Jewelry, LVMH Beauty, Diageo and DENIZEN Destination," he says.

The 2024 Seatrade Retail Day will reflect the ever-growing importance of retailing to cruise line revenues and its role in

enhancing the guest experience, says Davitt.

"We hope it helps to generate new ideas for collaboration in the sector among all parties in the cruise 'Trinity' and amplifies the business opportunity that cruise represents within travel retail."

While this is the inaugural year that a full day Retail event will take place at Seatrade, Davitt is hopeful that this year will be the first of many.

"We are in discussions about how to build on this year's one-day conference in 2025 and beyond, and see the potential for The Retail Day to become a core component of Seatrade Cruise Global in the future."

Seatrade Cruise Global 2024 will bring together thousands of cruise professionals to network, learn and find new solutions to industry challenges. The 2023 event welcomed over 10,000 guests, 500+ exhibitors and more than 80 cruise brands.

Marcolin adds elegant butterfly silhouette model to its 2024 GUESS Travel Retail collection



Eyewear company Marcolin has unveiled new sunglasses in its 2024 GUESS Travel Retail collection.

The latest addition to the collection features a feminine butterfly silhouette with an elegant, trendy

shape that travels between delicate vintage inspirations and modern finishes with a strong character and great refinement, says Marcolin.

The metal front is characterized by semi-enameled black trim on top and sides, overlapping the slim rose gold rims.

The frame features transparent injected temples in the same color, embellished with a glitter surface and decorated with the tonal GUESS logo. The gradient lenses gently fade from purple to peach.

The style will be available exclusively for the Travel Retail channel in airports all over the world, starting in April and presented in a special pouch that can also be used as an original clutch bag.

Duty Free Global is hosting the closing reception that follows the Seatrade Retail Day on April 10th. DFG will highlight several key brands in its portfolio, including The House of Sömrus cream liqueur, Kurvball whiskey, Cazcabel tequila and Isle of Wight Distillery's Mermaid gin.

Rituals relaunches best-selling Sakura collection & introduces new Yozakura



Wellbeing brand Rituals Cosmetics has relaunched The Ritual of Sakura, its bestselling and newly extended collection. The brand also announced a new limited edition: The Ritual of Yozakura. This collection offers a range of bath, body and home products, building on the success of The Ritual of Sakura and formulated using ingredients like Yoshino cherry and black rice extract.

The brand launches a brand-new giftset that combines elements from both collections.

The Ritual of Sakura

Inspired by the Japanese flower-viewing tradition of Hanami, The Ritual of Sakura was designed to help celebrate each moment and find the beauty that lies within it. By relaunching this iconic collection, Rituals invites everyone to rediscover the sweet and floral scent, which is voted as a customer favorite. In addition to the existing bath, body & home range, the relaunch offers three new and exciting products: a body lotion mousse, a natural booster body hyaluronic acid and a natural booster body bakuchiol. With the delicate scent of cherry blossom and the nourishing properties of rice milk, the range is formulated with at least 90% natural origin ingredients and is designed to bring a sense of renewal to mind, body, and soul.

The Ritual of Yozakura

Building on the success of the best-selling Sakura collection, Rituals created limited edition The Ritual of Yozakura. This collection is inspired by the tradition of Yozakura, the ancient Japanese practice of viewing cherry blossoms at night. It helps remind customers that life, like the delicate Sakura petals, is both beautiful and fleeting, and that they should make the most of every moment. The long-lasting, deep floral and rich amber fragrance is formulated with at least 90% natural origin ingredients such as Yoshino cherry and black rice extract.

The Ritual of Yozakura Shimmering Body Oil

Rituals is also showcasing the luxuriant new sparkling shimmer oil featuring three shades of shimmer in rose, gold, and silver. Enriched with nourishing Yoshino cherry and black rice extract, the formula revitalizes dull-looking skin, leaving a subtle and luminous pearlescent shimmer that gives radiant and glowing skin. Crafted with 98% natural origin ingredients. (€22,90)

New gift set

Rituals' new limited edition gift set includes 10 carefully curated items from The Ritual of Sakura and The Ritual of Yozakura, presented in a keepsake box. (€59,90)

Washington's airports announce 15 new concessions on the way in 2024

The Metropolitan Washington Airports Authority announced that 15 new concessions will begin construction at Reagan National Airport and Dulles International Airport in 2024. These food, beverage and retail brands represent the latest awards of a multi-year program to redevelop more than 80 concessions at both airports.

"Having a mix of local and national brands at our airports represents added value for passengers," said Jaimini Erskine, Airports Authority vice president for marketing and concessions. "We continue to seek out new brands that showcase the Washington region experience."

Victorinox unveils Airox Advanced travel gear line

Victorinox has launched a smart new line of lightweight hardcase luggage called the Airox Advanced collection.

The collection employs the same meticulous pursuit of excellence as its Swiss Army Knife, says the company. Featuring a contemporary style, the suitcases have a matte shell finish in Black, Storm or Stone White.

Designed and engineered in Switzerland, the Airox Advanced suitcases feature an externally mounted dual-telescopic handle system, engineered by Victorinox to provide comfort, stability, and more packing capacity. The Butterfly Opening System has two divider walls, the interior comes with antimicrobial lightweight lining, silver mesh, and a touch of red and can be expanded for an extra 4 cm. A Swiss Army Knife scale on the back panel allows for personalization.

The collection includes Carry-On sizes and a medium and a large suitcase, offers a global 1+10 years warranty and is available at selected Victorinox stores, in local and travel retail markets, and online.



Reagan National Airport

The seven new locations at Reagan National include a **LEGO** store, **Eastern Market** (travel essentials), **Solid State Books**; **Monumental News** (travel items highlighting local vendors); **Starbucks**; **Mi Vida** (traditional Mexican menu, also located at the D.C. Wharf); and **Nalley Fresh** (Chef-driven restaurant chain based in Maryland that specializes in salads, wraps, and bowls).

Dulles International Airport

The eight new locations at Dulles International Airport include **Plum Market** (all natural, organic, local, and specialty items); **Brighton** (artisan made hand-crafted accessories, jewelry, and leather goods); **The Goods @ IAD** (travel essentials and check-out technology); **IAD Express** (last-minute travel essentials); **Capital Supply Co.** (travel essentials); **Starbucks**; **Washington Essentials (Pre-Security)**; **Relay** (travel essentials).

Recently Opened Concessions

The Airports Authority also announced a number of recently opened concessions at Dulles International, including Ink by Hudson (bookstore), Freshii, Potbelly, Hudson (news and gifts), Brookstone and Market 1962, a Hudson grab and go market concept branded for the year Dulles International opened. At Reagan National, a new Starbucks and Inside the Beltway opened within the last few months. Both airports have also installed 24/7 automated vending with fresh salads, bowls and wraps.

[DCA Reimagined](#) is currently underway at Reagan National to upgrade Terminal 2 restroom facilities, enhance shopping and dining options and create innovative spaces to relax at the gates and throughout the terminals. These concessions updates will occur at the same time to further improve the passenger experience.

Brugal introduces Maestro Reserva, new permanent edition sipping rum

Edrington has introduced a new permanent edition prestige sipping rum, Brugal Maestro Reserva. It was launched at the end of February at a special event in Miami.

The new \$200 Dominican ultra-premium rum Maestro will initially be available for purchase in the U.S. in Florida, Texas and New Jersey, along with duty free stores at select airports across the U.S.

The rum making process for Maestro Reserva utilizes an innovative cask toasting technique – completely unique to and developed by Brugal – in American sherry oak casks called “Dark Aromatic Toasting” to create a one-of-a-kind rum, carefully crafted for sipping.

Brugal family member and fifth-generation Maestra Ronera, Jassil Villanueva Quintana has produced a rum born from years of practice and patience, passed down from generation to generation, and the 135 years of rum makers that came before her.

Maestro Reserva is presented in a bespoke glass decanter.

“My family deeply embraces the elegance and soul of Brugal rum, and I’ve absorbed a wealth of wisdom from the generations of Maestro Roneros who came before me,” shares Jassil Villanueva Quintana.

“By leveraging this knowledge and my unwavering passion, all while paying homage to the Brugal family legacy, I’ve crafted a rum that is ‘moment perfect.’ My hope is that Maestro Reserva graces all of life’s big celebrations, alongside cherished ones, forging moments that will endure for centuries to come.”



Brugal’s Maestra Ronera, Jassil Villanueva Quintana debuting the new Brugal Maestro Reserva at the launch in Miami in February.

Brugal’s proprietary “Dark Aromatic Toasting” process naturally sweetens the liquid to create a rum that is free of external sugars and additives. After aging in premium American sherry oak casks, the rum is emptied and carefully placed aside. The American sherry oak casks are immediately toasted using precision, mastery and expertise to extract natural caramel pearls that are drawn from the sugars in the wood. The casks are then re-filled

with the rum, absorbing the delicate caramel pearls created in the wood before being carefully aged under the Dominican sun. The result is a smooth and rich liquid defined by sweet vanilla creaminess, velvety caramel and awakened by a hint of smoke.

Maestro Reserva is presented in a bespoke glass decanter.

In support of the brand’s focus on sustainability, the secondary packaging for Maestro Reserva is eco-friendly and fully recyclable.

Japanese whisky and spirits producer Nikka Whisky and MONARQ Group extend strategic partnership to the Caribbean



MONARQ Group has added the Nikka Whisky portfolio to its Caribbean distribution.

Nikka Whisky has extended its partnership with MONARQ Group beyond the Mexican market to the Caribbean. Nikka Whisky was founded in 1934 by Masataka Taketsuru, known as the father of Japanese Whisky, and is renowned for its exceptional craftsmanship and heritage.

Under this strategic distribution agreement, MONARQ Group will leverage its extensive network and expertise to introduce Nikka’s signature blends, including the iconic Nikka Whisky **From The Barrel**, as well as an array of other as well as an array of other Japanese Whiskies and their Coffey

as well as an array of other Japanese Whiskies and their Coffey Vodka and Gin, to the Caribbean.

Commenting on the partnership, Global Marketing & Sales Department General Manager for Nikka, Emiko Kaji stated, “We are thrilled to extend our partnership with MONARQ Group beyond the Mexican market, to expand our presence in the Caribbean.

“With their unparalleled understanding of the region’s preferences and market dynamics, we are confident that this collaboration will elevate the accessibility and appreciation of Nikka’s curated whisky and spirits offerings, along

with rich stories behind them.”

MONARQ Group, Managing Director, Robert de Monchy, stated, “After successfully launching Nikka in the Mexican market in 2023, we are pleased to be extending our partnership to the Caribbean territory.

“Nikka Japanese Whisky aligns perfectly with our commitment to offering our customers the finest selection of spirits from around the world. Nikka’s dedication to quality and tradition resonates strongly with Caribbean consumers, and we are excited to embark on this journey together.”