

## DFS celebrates 50 years at SFO with grand reopening of renovated stores

DFS Group is celebrating 50 years of operation at San Francisco International Airport with a gala event at which it will unveil two newly renovated flagship stores and four renovated luxury boutiques.

The event will take place on June 1 at the Airport's Terminal G concourse, attended by official representatives, VIP customers and local celebrities.

DFS first opened its doors in 1972 as SFO's only duty free retailer. The company says that it has served millions of international travelers since then.

In recent months, to prepare for the return of international travelers to locations throughout the U.S., the retailer undertook a comprehensive renovation of its flagship stores in SFO's Terminal A and G concourses.

In addition, boutiques featuring luxury brands including Gucci, Burberry, Hermès, and the world's first in-airport Saint Laurent were remodeled to world-class standards befitting the brands' images and in line with SFO's standing as one of the world's busiest hubs.

The event will kick off 50 days of celebration, highlighting exclusive products and gifts as well as local discoveries from the Bay area.

Featured brands and products will include Benefit cosmetics, wines from the Napa and Sonoma vineyards, confectionery treats from the Ghirardelli Chocolate Company and See's Candies, and spirits from Hangar 1 Distillery and Gold Bar Whiskey.

The in-store offers will be augmented by new digital experiences, such as interactive digital wine tables that allow customers to place a bottle on the table and learn about that brand and vintage displayed on the screen.

DFS has also partnered with Inflyter, the duty free shopping app that enables travelers to browse and buy duty free as soon as a flight booking has been made so they do not need to wait until arriving at the airport to shop.

"DFS is honored to have served travelers to San Francisco and the Bay Area for more than five decades," said DFS Chairman and CEO **Benjamin Vuchot**.

"We are delighted to show our appreciation to them by expanding our retail offering here at San Francisco International Airport to include even more luxury brands, new products, and elevated customer experiences that take airport retail to new heights," he added.

"SFO forms the first impression of San Francisco for millions of travelers around the world," said SFO Director **Ivar C. Satero**. "For more than half our history, DFS has been a part of the journey, creating an airport experience that travelers love. With this newest facility, DFS has brought a uniquely San Francisco sense of place to life, one which we know travelers will enjoy for years to come."

DFS' renovated stores in the A and G concourses are located just past the newly expanded security checkpoints. The design of the new stores is described as reflecting the laid-back yet cosmopolitan essence of San Francisco, with a façade that features iron-painted International Orange (the color of the Golden Gate Bridge) and natural wood.

*Continued on next page.*



*DFS' newly renovated flagship store in SFO Terminal G features a new prestige spirits section and beauty department.*





## DFS celebrates 50 years at SFO with grand reopening of renovated stores *Continued from page 1.*



*In celebration of its 50 years of operation at San Francisco International Airport, DFS renovated four boutiques featuring luxury brands including Gucci, Burberry, Hermès, and (not pictured) the world's first in-airport Saint Laurent boutique. Bottom row: The Wine shop in the DFS flagship in Terminal A; the Spirits selection in Terminal G. Photos by Sergio Gomez.*

### DFS: more reopenings and expanded global footprint

*Continued from page 1.*

The unveiling of the renovated stores at SFO marks the latest DFS re-openings as travel resumes around the world.

In recent months DFS has fully or partially reopened stores in Honolulu and Maui, Saipan, Guam, Okinawa, Auckland, Cairns, Sydney, Singapore, Ho Chi Minh, Hanoi, Hong Kong, Macau, Venice and Paris.

In addition, DFS opened its first Galleria store in Hainan Island, China, with a local partner in January. DFS says it will also open two new Galleria stores in Oceania; one in Queenstown, New Zealand, set to open in Q4 2022, and another in Brisbane, Australia, to open by Q2 2023. The company is also expanding its network in Macau SAR where it currently operates seven stores.

### APTRA: some Asia sub-regions showing recovery

The Asia Pacific Travel Retail Association hosted a 2-hour insight-driven APTRA Exchange in Singapore during TFWA Asia Pacific Live. The presentation included the latest traveler statistics from Forward Keys, with both global and Asia Pacific numbers.

Despite uneven recovery in Asia Pacific sub-regions to date, data for Q2 recovery shows positive acceleration. India is close to reaching pre-pandemic levels with current bookings for Q2 being only 13% behind 2019, while arrivals in Q1 were 59% behind. Travel to Southeast Asia and Oceania in Q2 registered a double-digit recovery when compared to Q1's performance.

The Philippines, Singapore and Fiji are recovering faster than any other major destination in the region. South Korea is outperforming in North East Asia as it reopened to international travelers from April 1.

The Exchange also included a lively panel addressing changing dynamics in the wines and spirits category including consumer trends in emerging categories such as craft and local brands and the rise of omni-channel shopping preferences. The discussion also touched on managing supply chain challenges and the growing need to act sustainably on shipments.

The APTRA Exchange concluded with a focus on CSR from a business perspective including the lifecycle of products and store furniture and the growing requirements of all stakeholders to address sustainability in tenders and business operations.

### Dufry extends Heathrow concession contract for three years until 2029

Dufry has extended its current concession contract at Heathrow Airport in London for three years until November 2029.

The contract covers 24 shops with a retail space of 13,000 sq. meters across all terminals of Heathrow Airport. The Heathrow concession is the largest single location fully operated by Dufry. Heathrow is a leading hub for European and international travel and served 80.9 million passengers in 2019.

The extension reinforces Dufry's strong position in the UK where it operates duty free shops at 25 airports in total.

Dufry's subsidiary World Duty Free has been operating the duty free shops at Heathrow Airport since 1997/98 and the current contract expiry date is November 2026. The 24 shops that Dufry operates in Heathrow include classic departure duty free shops, and arrival shops servicing all terminals.

World Duty Free at Heathrow is one of the leading travel retail operations, offering travelers a unique shopping experience, the latest digital technology and customer services, along with an extensive selection of world renowned brands and a curated assortment of local products covering all the main travel retail categories.

Julián Díaz, CEO of Dufry Group, commented: "At Dufry, we are all very proud of the renewed trust given to us by our longstanding partners at Heathrow and of being able to continue serving Heathrow's passengers with a high-class shopping experience."

"Over the years, the strong partnership and close collaboration between the Heathrow commercial department and our local team has created a high-performance operation generating mutual benefit and success for both partners."



## First at Sea media partnership for Carnival Cruise Line/Onboard Media supports local Alaska small businesses and native craftspeople

LVMH's Onboard Media marketing agency has partnered with the Alaska Small Business Development Center and its BuyAlaska program in a first-at-sea initiative to help stimulate local sales by cruisers as the state opens to tourism again.

All Carnival Cruise Line ships visiting Alaska this season will feature a diverse group of locally owned businesses through shopping materials guests receive during their voyage, prepared by Onboard Media.

Since its inception in 1986, the Alaska SBDC has provided resources, advice, and assistance that help small businesses grow by creating measurable economic impact. The statewide program is hosted by the University of Alaska Anchorage through the Business Enterprise Institute.

"With Alaska not having received cruise guests since 2019, it was so important to support local port towns and small businesses, aiding in their economic recovery. With this Onboard Media partnership, we can provide exponentially higher exposure for our members' businesses and expedite their recovery," says Jon Bittner, Executive Director of the Alaska Small Business Development Center (SBDC).

### Buy Alaska program

A BuyAlaska directory, accessible via QR code, will identify locally owned businesses. The Directory will be featured on customized port guides that cruise guests receive at every Alaska port.

Originally launched in the mid-1990s, the BuyAlaska program was relaunched to better address the needs of Alaska's small businesses. The BuyAlaska Business directory hosts more than 800 businesses as part of a statewide network advocating for Alaska small business support. Together they value community, collaboration, and prosperity.

### DISCOVER AUTHENTIC ALASKA

Famous for its rugged beauty as well as the unique arts and crafts produced by Alaska Native artists. When considering making a purchase of an Alaska Native-made item, it's smart to know what to look for.



This seal indicates that the artwork on which it appears is created by hand in Alaska by an individual Alaska Native artist. The Silver Hand seal may only be attached to original work that is produced in the state of Alaska by a full time resident and member of a federally recognized Alaska Native tribe.



The Made in Alaska program's mission is to promote products made, manufactured, or handcrafted in the state, produced by both Native and non-Native crafts persons. The official emblem depicts a mother bear and her cub in a rectangular format with the words "Made in Alaska" underneath. @buythebear



Since its inception in 1986, the Alaska SBDC provides resources, advice, and assistance that help small businesses grow by creating measurable economic impact. This statewide program is hosted by the University of Alaska Anchorage through the Business Enterprise Institute. Today the SBDC is 760 Alaskan owned businesses strong and growing.



Originally launched in the mid-1990s, the Alaska SBDC relaunched the BuyAlaska program to better address the needs of Alaska's small businesses. Together they value community, collaboration and prosperity. The ultimate goal is to show authentic Alaska to its 1 million plus annual visitors. Scan this QR code and discover the list of locally-owned businesses in today's port of call.

### SHOP ~ EAT ~ EXPLORE

#### SHOP JUNEAU TREASURES

**ART**  
Enjoy the vast, wild final frontier from the comfort of your home as you bring home a painting that becomes a conversation piece.

**JEWELRY**  
For those who want a wearable memory, jewelry is a great option.

**POTTERY**  
There are plenty of locals who have captured the rustic feel of Alaska.

#### EAT LIKE A LOCAL

**DUCK FART**  
Quack, quack. Delight in a unique blend of Kahlua, Bailey's and whiskey.

**KING CRAB LEGS**  
Dipped in butter, crack and eat to your hearts content with fresh crab from the Bering Sea. Enjoy at Tracy's Crab Shack.

**SMOKED SALMON SPREAD**  
Definitely not your mother's spread, local salmon, savory spices and smoky flavor.

**FISH N CHIPS**  
Enjoy at Hangar on the Wharf.

#### EXPLORE DOWNTOWN

- To experience Juneau, go early to beat the crowds and go hungry to experience the food and drink.
- It's an easy walk into town.
- The AJ Dock offers a shuttle service that runs continuously from arrival until departure.
- You know you are in town when you see a big red building with the name Mount Roberts Tram on it.
- Selfie Spots:** Patsy Ann statue, Hard Rock Miner statue, Red Dog Saloon, Tahku: The Whale Sculpture

#### FUN FACTS

**Capital:** Juneau  
**Currency:** US dollar; Credit cards accepted everywhere  
**Population:** Approx. 32,000  
**Size & Location:** The city of Juneau covers over 3200 square miles, sitting at sea level with the highest peak of Mount Roberts, reaching 3819'.  
**Claim to fame:** This state capital can only be reached by plane or boat.  
**Famous landmarks:** Red Dog Saloon, Mount Roberts Tram, Patsy Ann statue, Sealaska Heritage Center (native people telling a native story)

The goal is to show authentic Alaska to its 1 million plus annual visitors.

Jeffrey Meister, General Manager of Onboard Media, shared, "We are thrilled to be the first media company to partner with the SBDC on this important initiative to promote small businesses from the ports visited, as well as align with our partner Carnival Cruise Line's mission to support the local communities visited as part of the cruise itinerary."

Andres Villalever, Head of Retail for Carnival Cruise Line, added, "The partnership that Onboard Media developed with the SBDC very much aligns with Carnival's values of supporting the local communities our ships visit as well as offering our guests a wonderful opportunity to bring home a truly unique item from their vacation."

### Silver Hand/Made in Alaska

In addition to identifying local small businesses, Onboard Media is also partnering with the *Made in Alaska* and *Silver Hand* programs to help guests identify items made in Alaska by local craftspeople and native people.



The Made in Alaska program's mission is to promote products made, manufactured, or hand-crafted in the state, produced by both Native and non-Native craftspeople.

"We are excited about the opportunity to partner with Onboard Media and Carnival Cruise Line to educate visitors on the importance of authentic Alaska. We believe this will contribute to an outstanding guest experience and enable them to identify true Alaska keepsakes," said Program Manager Grace Beaujean.

The Silver Hand seal guarantees that the artwork on which it appears was created by hand in Alaska by a Native artist.

The Silver Hand seal may only be attached to original work that is produced in the state of Alaska by a full-time resident and member of a federally recognized Alaska Native tribe.

"Being able to clearly and easily identify authentic Alaska Native arts and crafts is good for the artist and the cruise guest who is buying work that's unique to Alaska, so we're thrilled to be a part of this important initiative," said Andrea Noble, Executive Director of the Alaska State Council on the Arts.

## MSC promises “the future class of cruise retail excellence” onboard new luxury *World Europa*

*New concepts include innovative shopping galleries, a connected MSC multiverse and luxury outdoor promenade*

MSC *World Europa* will offer the future class of cruise retail excellence, with a concept designed around the principles of immersive dynamism, family experiences and ever changing exciting discoveries for its guests, says MSC Head of Retail Adrian Pittaway.

MSC Cruises is getting ready for the December launch of MSC *World Europa*, its new flagship in its World Class prototype. Spanning 22 decks, with 2,626 cabins and boasting more than 40,000 sqm of public space, the ship will be MSC Cruises’ most sustainable ship to date, powered by cleaner LNG fuel, and with green technology integrated throughout.

According to the company, *World Europa* “will offer a veritable world of different experiences pushing the boundaries of what is possible at sea - setting a new standard for the cruise industry.”

There are three main retail concepts onboard the *World Europa* on each of the three main public area decks:

### Deck 6 – MSC’s Department Store at Sea

On Deck 6, **Shopping Gallery** is a true innovation in cruise retailing, says Pittaway.

“This brand new concept brings together many different products and experiences for the first time on a cruise ship, creating a veritable ‘department store at sea.’”

Beauty, Fashion, Jewelry, Watches, Sunglasses, Technology, Food, Tobacco and Liquor will be offered together in the same retail environment with a fully interconnected department store.

Located at the heart of the “spectacular” 303sqm **World Galleria**, Pittaway says that the Shopping Gallery will feature an ever evolving, digitally enhanced event plan, which can change dependent on the day, time or port in which the cruise docks, with different spaces and feelings every hour.

The **World Galleria** is part of the impressive 104-metre long, 7 deck-high outdoor **World Promenade** at the heart of the ship, topped with an LED and kinetic dome ceiling – which is filled with many of *World Europa*’s bars, restaurants, shops and boutiques.

“This flexible environment ensures that our guests are always able to discover something new and engaging throughout the cruise. A new retail theater at the heart of the store will allow the retail cruise director to guide guests through different activities and events, including tastings, learnings and seminars,” said Pittaway.

*World Europa* will also offer a seamless guest payment system that will allow for a truly frictionless guest experience that is completely connected to all other departments, which he says will deliver a totally innovative approach to tailored offers, cross promotions, recommendations and incentives.

### Deck 7 – The Immersive World of MSC

MSC Cruises’ own-brand shopping concept on *MSC World Europa* is an evolution designed specifically to get guests excited about the new class of ship and its innovative guest experience on board. Created as a connected MSC multiverse, the area contains the MSC Shop, MSC Hub and MSC Foundation, with the experience designed to capture the essence of MSC brands into different family experiences.

The MSC Shop will be 100% larger than on **Meraviglia** class ships with a re-invented portfolio of products focusing on new designs, sustainability and experiences of MSC World class, with an “exhilarating” new design, explains Pittaway.

Outside the front of the store, a new **MSC World Experience** space has been created to host various events, seminars, workshops and promotions throughout the cruise.



Indoor Promenade

“The MSC Foundation shop will further our mission of providing guests a selection of dedicated merchandise to help raise money for good causes and worthy partnerships around the world,” said Pittaway.

### Deck 8 – Luxury Outdoor Promenade

An indoor-outdoor promenade located in the unique outside space at the aft of the ship on Deck 8 will house a brand new world of luxury boutiques focusing on watches, jewelry and accessories.

“The new stores, including an Omega boutique, have been designed to offer a premium and relaxed luxury retail experience to showcase our finest brands in a truly unique and high quality environment. The use of contemporary designs and large, open spaces are interwoven with the spectacular concepts in the outdoor spaces of the MSC World class.

“The double height shopfront, large open display windows looking out to sea will give a new sensation of space, previously unseen in cruise ship shops, offering a perfect environment for luxury retailing,” says Pittaway.

In addition to the Promenade and World Galleria, *MSC World Europa* features 33 restaurants, bars and lounges; entertainment

that includes grand-scale theater productions, immersive performances in the aft lounge, interactive family entertainment in the Luna Park Arena, authentic Bohemian street theatre and a roller-disco; the largest children’s area in the fleet; 7 swimming pools and 13 whirlpools plus a next-level premium Yacht Club.

### Environmentally advanced

In addition, *MSC World Europa* is to become one of the most environmentally advanced ships at sea. It will be the first LNG-powered vessel in MSC Cruises’ fleet and the most environmentally advanced to date.

*MSC World Europa* will also feature selective catalytic reduction (SCR) systems, shore-to-ship power connectivity, advanced wastewater treatment systems to comply with the strictest global standard for wastewater disposal to sea, an underwater radiated noise management system to reduce potential noise and vibration impact on marine mammals, as well as a wide range of energy efficient equipment and systems to optimize engine use.

MSC expects to receive delivery of *World Europa* from the shipyard in October. The first Dubai-based cruises will begin at the end of December, says a company source.

## Starboard and Azamara unveil destination and artisanal shopping experiences aboard newest ship, *Azamara Onward*



Starboard locally sources one-of-a-kind, special editions from destination makers and artists for Azamara. Shown here: Destination merchandise, Caroline de Benoist necklace, Zahati handcrafted straw hat and Azamara Onward.

Starboard Cruise Services and upmarket cruise line Azamara have unveiled a highly curated artisan shopping experience on the new *Azamara Onward*, which welcomed its first guests on May 2, 2022, for its inaugural European summer cruise.

The destination-tailored retail program caters to the cruise line's guests with craftsmanship brands, curated boutiques, and exclusive bespoke experiences.

"Destination immersion has always been our main priority at Azamara, and we are constantly looking for opportunities to provide our guests with a connection to local culture and crafts in each destination," says Azamara President, Carol Cabezas. "Across our fleet, Starboard's cultural shopping concepts and highly curated retail offerings have elevated our immersive sailing and strengthened our standard for destination immersion across our whole guest experience."

### Cultural Mementos

Aligned with Azamara's immersive itineraries, *Onward* delivers authentic artisanal goods mixed with resort wear, handbags, jewelry, travel accessories, and gifts.

The Mediterranean inaugural season will introduce new offerings, including fragrances, home décor and food locally sourced from Spain, Portugal, Greece, and Italy, as well as a ready-to-wear logo collection designed with nods to Azamara's destinations.

"Our Luxury Division designed an exclusive program full of memorable encounters with rare glimpses into local artisan studios," says Lisa Bauer, Starboard President and CEO.

Destination-focused offerings will feature:

**Hermína Athens**, curated assortment of jewelry influenced by Greek mythology and art.

**Zahati**, founded in 1920, a family-owned lifestyle brand offering a wide range of Braided accessories made by hand and created exclusively with vegetable fibers.

**JMonteiro Milano**, 100% handcrafted Italian resort wear and fully customized timeless pieces.

**Caroline de Benoist**, fine jewelry from France echoing the colorful and refined worlds of Indonesia and India with special curated stones.

**Greekazon** gift sets, celebrating Greek community and culture.

**Popolo**, a French brand with an Italian heart, curating collections of handmade Italian ceramics overflowing with bright colors.

**Pitusa**, a female-led brand with an emphasis on luxurious fabrics sourced from around the world.

Azamara's Mediterranean cruise will also offer a series of signature experiences being developed exclusively for Azamara by Starboard's Luxury Division.

Taking place onboard the ship or in ports-of-call, guests will have the opportunity to engage with local artisans. One limited time experience includes engaging with an artist from **Atelier Charlotte Bourrus** as they create one of a kind, French and Italian universes in glass globes; in another guests will create personalized candles and home fragrances with **Rose et Marius**; and third, guests can see how tradition and modernity get woven together with handcrafted bags from **Heimat Atlantica** in Spain.

## Alaska native businesses to open new cruise ship destination in 2023

With Alaska's cruise industry seeing a strong return this summer, Alaska Native businesses Na-Dena' LLC and Klawock Heenya Corporation have announced the development of a new cruise port in Klawock, Alaska. Scheduled to open in 2023, Oceania Cruises will be the first cruise line to visit on May 24, 2023, with three additional calls in the 2023 season.

This new port will embrace the Alaska Native culture, giving guests opportunities to experience totem carving traditions, fishing and wildlife viewing, while also balancing the needs of the small village and its people. The cruise port will give the local economy a boost with new jobs and business opportunities for Alaska Natives and locals.

Built on 16 acres on Klawock Island, the port sits on the Pacific coast side of Prince of Wales Island, and is ideally positioned for both north and southbound Alaska itineraries. With two separate fjord entrances, sailing in and out of the port treats cruisers to scenic views of the wildlife-rich archipelagos, dramatic mountains and lush islands.

Klawock will share local culture and promote employment of Native and local Alaska workforce and feature an Alaska-only retail program.

Na-Dena' is a joint venture between Alaska Native corporations Doyon, Limited and Huna Totem Corporation and will lean on Huna Totem's success in sustainable tourism in the development of the port.

## New *Margaritaville at Sea* cruise brand sets sail from Port of Palm Beach

On May 14, following the christening and private inaugural sailing, *Margaritaville at Sea Paradise*, embarked on her first passenger sailing. The ship promises travelers access to Margaritaville's iconic lifestyle during a two-night, round-trip, voyage from the Port of Palm Beach to Grand Bahama Island, including lively onboard entertainment and gourmet food and beverage options.

Passengers looking to extend their stay can book the line's "Cruise & Stay" package, which bundles a round-trip cruise with up to four nights at a premium beachfront resort on Grand Bahama Island.

Calling itself an "all-new floating island vacation," the new ship welcomed several hundred VIPs, partners, community members and travel advisors for the official christening of its flagship vessel. The one-night private inaugural sailing included a surprise live concert with singer, songwriter and best-selling author Jimmy Buffett.

*Margaritaville Paradise* was formerly the Bahamas Paradise Cruise Line's flagship vessel, *Grand Classic*. Following a multi-million investment and refurbishment, the ship's cabins and common spaces will feature Margaritaville's signature casual-luxe design with subtle nautical details and colors influenced by the surrounding sea, sand, and sky.

*Margaritaville Paradise* will include 10 passenger decks and 658 cabins in various stateroom categories. It features gourmet food and beverage options from five restaurants and four bars, as well as a casino, theater, spa and retail shop.



## Bacardi GTR creates new regional structure for Asia Pacific and India, Middle East & Africa

Bacardi Global Travel Retail (GTR) is creating two new regions as of May 30, 2022: Bacardi GTR Asia Pacific and Bacardi GTR India, Middle East & Africa (IMEA). The company said the move signals its brand building and commercial ambitions in global travel retail.

Bacardi GTR Asia Pacific will focus on the emerging Chinese traveler across Asia and spearhead the recovery in the Pacific with key markets like Australia and New Zealand opening up. It will be headed by **Gaurav Joshi**.

Since joining Bacardi in 2007, Joshi has worked extensively across GTR Asia markets, first in India and more recently in Hainan. In 2018, he joined the GTR leadership team. When conditions permit, Joshi will relocate to Shanghai.

Bacardi GTR India, Middle East & Africa (IMEA) is a new, dedicated region that specializes in developing



Top: Gaurav Joshi  
Bottom: Alexi Babin

opportunities with the Indian and African traveler. It will be headed up by **Alexey Babin** who joins GTR from his previous role as Marketing Director for Russia. A graduate of the University of Miami Advanced Leadership Program, Alexey has significant experience with emerging market consumers. He will be based in Dubai.

Both Gaurav and Alexey report to **Vinay Golikeri**, Managing Director, Bacardi Global Travel Retail.

"Bacardi is deeply committed to global travel retail as a strategic, brand-building channel for our business. China, India, Middle East and Africa have individual, distinct dynamics that each require dedicated leadership in order to maximize the long-term opportunities we see," said Golikeri.

"This new regional structure is indicative of Bacardi's investment in the strategic potential of travel retail in emerging markets and I am delighted to have such strong individuals to lead these teams."

## EssilorLuxottica appoints Alessio Crivelli as Travel Retail Director



EssilorLuxottica has appointed Alessio Crivelli as its new Global Travel Retail Director. Crivelli joined Luxottica Group in 2014, starting as a Trade Marketing Director in Italy before taking on the role of Global Wholesale Trade Marketing Director and then Global In Store Communication Director for Wholesale and Retail.

In his previous roles, Crivelli greatly contributed to increasing the visibility of Luxottica brands in the wholesale and retail channels. His achievements include driving the creation of the company's digital screens network as well as creating a comprehensive in store toolkit to support the launch of Ray-Ban Stories, the first generation of smart glasses launched in collaboration with Meta.

Before joining Luxottica, Crivelli served as a Brand Marketing Manager at global sportswear manufacturer Adidas, as well as Brand Manager at Heineken.

Crivelli succeeds **Enrico Destro**, who has stepped down in order to pursue career opportunities outside the Group.

## Perfetti van Melle expands Global Travel Retail team with internal promotions

Perfetti van Melle has expanded its Global Travel Retail team with two internal promotions.

**Dennis Hermann** is now Area Manager Global Travel Retail. Hermann has been working for Perfetti van Melle since 2016 in the Belgian domestic market and previously worked in various sales and marketing at AB Inbev and Danone.



**Emma Helleman** is now International Product Manager. After almost four years as a product manager for Scandinavia at the export department of Perfetti van Melle,

Helleman started in the new position of International Product Manager, Global Travel Retail in January 2022.

PVM also announced that it has returned to the use of Global Travel Retail brand activations in airports, beginning with two recent campaigns for Mentos in Dubai and Copenhagen.

## Jaimini Erskine named VP Marketing & Concessions at MWAA



The Metropolitan Washington Airports Authority has named Jaimini M. Erskine as vice president for Marketing and Concessions. She will be responsible for terminal concessions, corporate marketing and digital strategy.

Erskine brings more than 20 years of industry leadership and experience to the role. Most recently, she served as director of the Office of Commercial Management for the Maryland Aviation Administration, which owns and operates Baltimore/Washington International Thurgood Marshall and Martin State airports.

She also served as second vice chair on Airport Council International-North

America's (ACI-NA) Commercial Management Steering Committee, Airport Minority Advisory Council's Corporate Development Committee and past service on ACI-NA's World Business Partners board of directors.

"The Metropolitan Washington Airports Authority is fortunate to have someone of Jaimini Erskine's skill and experience on our Revenue Office team," said Executive Vice President and Chief Revenue Officer **Chryssa Westerlund**.



**EMPLOYMENT OPPORTUNITIES**

**Otis McAllister**

**Otis McAllister  
has an immediate opening for an  
Assistant Trade Marketing  
Manager  
in its Travel Retail division**

**Mission:**

The Assistant Trade Marketing Manager within Otis McAllister's Travel Retail division will be responsible for managing, driving, and reviewing the Sales and Marketing plan for Otis McAllister's Travel Retail division.

They will take ownership of implementing brand activities specific to the customers, retailers and suppliers strategies to successfully position the brands.

**Responsibilities will include but not limited to:**

- Promotional Execution.
- Key Customer Management encompassing assortment review, pricing and margin analysis, and in store presence.
- Compile Market Management reports for the sales and marketing team.
- Prepare customer and vendor meeting presentations.
- Assist with tradeshow coordination.
- Assist with invoicing and budget tied to trade spend and tradeshow.
- This position does entail traveling

**Desired Skills and Experience**

- Excellent customer service and client relations skills.
- High Proficiency in Microsoft Office (specifically Power Point & Excel).
- Experienced in Adobe Creative Suite (specifically Photoshop and In-Design).
- Strong project management skills.
- Bachelor's degree in business or marketing
- Bi-lingual in English & Spanish preferred.
- Work experience in Travel Retail industry preferred
- Interested candidates please contact  
Regine Merisier,  
**Trade Marketing Manager**  
[rmerisier@otismcallister.com](mailto:rmerisier@otismcallister.com)



**MONARQ Group**

is looking for an

**Export Order Coordinator**

to join our Miami team. This is a full-time position. You will be working in an energetic, international, and entrepreneurial environment, liaising closely with multiple internal and external stakeholders, such as regional management, suppliers and our distribution partners across the region as well as your colleagues in Amsterdam, The Netherlands. This is a dynamic position with responsibility for all aspects related to the processing and settlement of orders to USA Duty Free from both our suppliers and our Miami based warehouse.

**Key responsibilities:**

Order fulfillment: entering, purchasing, processing and invoicing export orders.  
Important link between regional managers, suppliers and customers.  
Coordination of the logistics process, including transport and documentation.  
Maintain communications with both customers and suppliers.

**Qualifications required:**

Minimum 2-3 years relevant working experience in order processing and / or supply chain management. Associates Degree or equivalent in Business, Supply Chain Management, Logistics or a similar discipline. Effective communication and problem-solving skills. Strong administrative, organizational, analytical and planning skills.  
Team player and multi-tasker.  
Proficient Microsoft Office skills.  
Working knowledge or experience with "Exact" or other order processing software, such as SAB, is a plus. Fluent in English, Spanish and other languages are a plus.

**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.monarqgroup.com](http://www.monarqgroup.com).

MONARQ is an equal opportunity employer.  
To apply for this position, please go to LinkedIn <https://www.linkedin.com/company/monarq-drinks-distribution-marketing-group> or send your resume to [careers@monarqgroup.com](mailto:careers@monarqgroup.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:  
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