



Good food, Good life

SUSTAINABILITY

Nestlé's *Smarties* becomes the first global confectionery brand to switch to recyclable paper packaging

In a major move, Nestlé announced that its popular *Smarties* brand is now using recyclable paper packaging for its confectionery products worldwide. This represents a transition of 90% of the *Smarties* range, as 10% was previously already packed in recyclable paper packaging.

Smarties is the first global confectionery brand to switch to recyclable paper packaging, removing approximately 250 million plastic packs sold globally every year.

The company hosted an indepth presentation to global media detailing the planning behind the commitment, including the painstaking efforts made to retool factories and the difficulties of obtaining premium food-grade recyclables.

The company has pledged that no Nestlé packaging end up in landfill by 2025. Nestlé's Rob Cameron, Global Head of Affairs; Alexander von Maillot, Global Head of Confectionery at Nestlé; and Bruce Funnell, Head of Packaging at Nestlé NPTC Confectionery, spoke about spearheading the transformation. Nestlé began introducing *Smarties* sharing block packed in recyclable paper in the UK last year.

Alexander von Maillot commented: "Shifting *Smarties* packaging to recyclable paper is one of our key sustainable packaging initiatives in the confectionery category.

"It is a further step in realizing Nestlé's ambition to make all of its packaging recyclable or reusable by 2025 and to reduce its use of virgin plastics by one third in the same period."

The new *Smarties* paper packaging is sourced sustainably and is made of a coated paper, paper labels or carton board. Information about how to properly dispose of *Smarties* paper packaging is also included on its labels to raise consumer awareness.



Travel Retail

In travel retail specifically Nestlé International Travel Retail (NITR) has led the way with *Smarties*' sustainability ambitions, introducing a new version of its Travel Retail Exclusive Music Creator in May of last year. With a new carton box replacing single use-plastic packaging in 2021, the full *Smarties* range will change to recyclable paper packaging as follows:

Giant Tube: plastic lid replacement with cardboard closing and shape change to giant hexatube;

Toppers: Giant tube change to new giant hexatube (same weight) with paper sticker;

Plastic bag/pouch: complete change to sturdy paper with protective qualities.

"We at NITR are extremely proud to be part of Nestlé's global ambition to be a leader in sustainability," says NITR general manager Stewart Dryburgh.

Factory upgrades

Nestlé invested significantly to upgrade its factories globally, including in Hamburg, Germany, one of the company's largest factories for confectionery products.

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JFKIAT head latest speaker to join Summit of the Americas Knowledge Hub roster

Summit of the Americas – A Virtual Experience organizers IAADFS, ASUTIL and *The Moodie Davitt Report*-- have announced that **Roel Huinink**, President & CEO of JFKIAT, is the latest senior airport figure confirmed to speak in the Knowledge Hub. JFKIAT manages Terminal 4 at John F. Kennedy International in New York.

Huinink leads the management team at Terminal 4, the biggest of the JFK terminals, and is responsible for developing, communicating and executing strategic and tactical plans for T4.

He is well known in the airport commercial and travel retail world from previous roles, notably at Royal Schiphol Group, whose Schiphol USA affiliate owns JFKIAT.

Huinink was managing director of Arlanda Schiphol Development Company, an airport retail management partnership in Sweden, and also acted as director of parking & mobility services at Amsterdam Airport Schiphol. Separately, he served on the management board of Norway-based travel and high street retailer Airport Retail Group.

In a zoomed presentation held earlier this week, the event organizers presented an update on speakers, attendees and available exhibition spaces. This included an excellent rundown by Alex Cook, founder of global integrated marketing and design agency FILTR, whose agency is the technology partner in the group and will design individual booths.

For more information, please go to the Summit of the Americas [website here](#).



Virtual ETRC Business Forum paves the way for greater cooperation for DF & TR

The 2021 edition of the Annual ETRC Business Forum –which took place virtually January 20 & 21, drew more than 350 attendees from across the European Duty Free and Travel Retail channel during interactive sessions.

This was the first time that the annual event was organized with the Tax Free World Association (TFWA) and it took place in an online format due to the COVID-19 pandemic, reports the European Travel Retail Confederation.

The Forum covered a range of topics with both global and regional appeal.

Day one launched with a welcome address from ETRC President **Nigel Keal** and included a range of presentations including one from Retail Futurist **Matthew Brown** on creative retailing in crisis times. IATA's **Alan Murray Hayden** spoke on their Travel Pass initiative, and a panel discussed policy priorities for ETRC such as Arrivals Duty Free in the EU, Brexit, threats to product categories and digital labeling.

The second day Economist and Author **David McWilliams**, an Irish economist, author, journalist, documentary-maker and broadcaster who is ranked the 10th most influential economist in the world, shared his views on how he sees the economy reshaping in the coming years. Gebr. Heinemann Director Corporate Affairs & Compliance **Dr. Jennifer Cords**

and Journalist and Aviation Expert **Cord Schellenberg** presented a rallying call for Travel Retail to lead the way in traveling again.

In his first speaking engagement since his election last December, TFWA President **Jaya Singh** presented his thoughts for the year ahead. He was followed by a panel of suppliers across leading categories, including **Caroline Andreotti**, Executive VP Global Travel Retail, Coty; **Gemma Bateson**, Corporate Affairs & Communications Director Worldwide Duty Free, JTI; **Stewart Dryburgh**, General Manager, Nestlé ITR; **Barry Geoghegan**, Founder and Commercial Director, Duty Free Global; and **Francis Gros**, Head of EMEA, LATAM, Global Travel Retail & Outlets, Ermenegildo Zegna Group.

ETRC President **Nigel Keal** said: "I am delighted by the success of our first virtual ETRC Business Forum. It was very important for us at ETRC this year to use the Forum as a platform to support our industry in these turbulent times, and our cooperation with TFWA reflects that.

"From a personal point of view, I would like to think that the ETRC Forum has started the ball rolling in some small way to put some real meaning into the words 'cooperation' and 'partnership'. Now is time to put words into action and work together for the recovery of our sector."

Cruise: New Azamara owners revealed as buyer of *Pacific Princess*

Sycamore Partners, which last week announced it had acquired upscale Azamara Cruises from Royal Caribbean Group for about \$200 million, has lost no time expanding the line.

Azamara's new president, Carol Cabezas, informed consumers that it was Azamara which had purchased the *Pacific Princess*, a former R-class ship comparable in size to the company's three sister ships.

Following an extensive refurbishment, the new ship will sail its inaugural season in Europe in 2022, said Cabezas.

"Just like *Azamara Journey*, *Azamara Quest*, and *Azamara Pursuit*, our newest addition will be able to sail into intimate rivers, visit smaller, as well as less-crowded ports other vessels can't access," she said.

The new ship will join the fleet when the Azamara acquisition closes.

Smarties switches to paper packaging



On its journey to 100% recyclable or reusable packaging by 2025, Nestlé's iconic Smarties brand recently became the first global confectionery brand to switch to recyclable paper packaging.

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Louise Barrett, Head of the Nestlé Confectionery Product Technology Centre in York, said: "Developing safe and convenient paper-based solutions for *Smarties* has required the pioneering of new materials and testing by Nestlé packaging experts at our R&D Center for confectionery in York, UK and the Swiss-based Institute of Packaging Sciences. We adapted our existing manufacturing lines to allow for the careful handling that is required for paper, while also ensuring recyclability across all new formats."

Rob Cameron, speaking of Nestlé's journey towards a waste-free future, said that the company is moving quickly to meet its goals. To date, 87% of its packaging is either recyclable or reusable (65% for plastics); it had reduced its use of packaging materials by 142 metric tons by the end of 2019.

In related news, Sycamore Partners has appointed former Holland America Line President **Orlando Ashford** as incoming Executive Chairman of Azamara.

Ashford's appointment will become effective upon the completion of Sycamore's acquisition of Azamara, which is expected to occur in Q1.

During his five-plus year role at Holland America Line, Ashford is credited with successfully rejuvenating the HAL brand.

Nestlé is taking a five-pillar strategic approach to create this sustainable environment, he said—which he summarized as reduce, reuse & refill, use alternative materials, invest in infrastructure to support this goal, and work toward behavior change in its own operations, as well as with consumers, retail partners and suppliers.

Alexander von Maillot, speaking of Nestlé's efforts with *Smarties*, explained the scope of the effort, since 276 million packs of the brand are sold globally every year. The change to paper packaging removes more than 150 million plastic packs, equaling over 400 million metric tons of plastic.

In addition to changing the packaging, he also described how Nestlé must communicate this change as part of its education efforts to change behaviors.

Bruce Funnell discussed specifically the myriad changes and millions of dollars of investment that went into retrofitting the Hamburg factory that produces *Smarties*, underlining how much of a priority sustainable packaging is for Nestlé.

The transformation of the *Smarties* packaging is only one of the brands' 'SMART Initiatives', which aim to support sustainability and enhance the overall product experience across the full product range.

To learn more about Nestlé's initiative with *Smarties*, go to <https://www.nestle.com/media/news/smarties-first-global-confectionery-brand-recyclable-paper-packaging>

The Estée Lauder Companies announces sustainability goals for Travel Retail

As part of The Estée Lauder Companies' (ELC) commitment to embed citizenship and sustainability within every aspect of its business, the company this week announced ambitious sustainability goals specific to ELC's Travel Retail unit.

Travel Retail, which covers the world of duty free environments including airports, downtown locations, airlines, cruises, and border shops, is one of the company's highest growth channels and touches over 1 billion consumers a year.

"The Estée Lauder Companies and its brands have made great strides to ensure we continue to be a company rooted in values and it is important that we do our part in Travel Retail to uphold this vision. By implementing sustainability goals for Travel Retail, we are furthering the company's commitment to the environment and demonstrating to travelers how we are making a positive impact in this space," said **Olivier Bottrie**, Global President, Travel Retail and Retail Development, The Estée Lauder Companies. "We look forward to continuing the necessary work to lead in this space and sharing our progress with our employees and consumers."

Sustainability is increasingly top of mind for travelers.

According to a recent study by the Tax Free World Association (TFWA -2020 Sustainability in Travel Retail Study), more than 70% of participants noted that they would be influenced by sustainability credentials when purchasing an item during their travels.

In line with ELC's company-wide sustainability goals, Travel Retail identified emissions, waste and energy as key priorities for its business based on industry need and potential impact.

Travel Retail's business air travel and transportation emissions contribute to ELC's Scope 3 footprint.

The goals announced are:

Emissions:

Achieve Net Zero carbon emissions for transportation to Travel Retail customers by the end of fiscal year 2023.

Achieve Net Zero carbon emissions for all Corporate Travel Retail Worldwide Business Air Travel by the end of fiscal year 2023. (Note: This excludes travel by counter beauty advisors.)

Packaging:

Transition all Travel Retail Exclusive (TREX) paper cartons to responsibly sourced FSC-certified board by 2025.

Reduce plastic usage by removing plastic film-wrap from Travel Retail Exclusive outside cartons by 2023.

Store Design and Visual Merchandising:

Incorporate sustainability practices in Travel Retail new store design and visual merchandising across all brands, including with respect to materials starting in fiscal year 2021.

Sustainable Building Operations:

Deploy sustainability practices across all Travel Retail office locations by the end of fiscal year 2023.

"The Estée Lauder Companies' commitment to citizenship and sustainability reflects our belief that our long-term business success depends on our ability to make conscious decisions to embed sustainable practices across our entire value chain," said **Nancy Mahon**, Senior Vice President, Global Corporate Citizenship and Sustainability, The Estée Lauder Companies. "We feel confident that the ambitious steps our Travel Retail team is taking will not only accelerate progress towards our company's sustainability goals, but will also make a tangible impact on the Travel Retail industry, enabling consumers to make more environmental choices."

THE ESTÉE LAUDER COMPANIES INC. TRAVEL RETAIL SUSTAINABILITY GOALS

WHAT IS TRAVEL RETAIL?

The Estée Lauder Companies' Travel Retail division connects consumers on every step of their travel journey, ensuring our customers have the same High-Touch experience no matter where they are or how they are engaging with our brands.

TRAVEL RETAIL COVERS THE WORLD OF DUTY-FREE ENVIRONMENTS INCLUDING:



57% of duty-free beauty buyers purchased a beauty product for the first time in Travel Retail, according to research from mind-art compiled via its Business Intelligence Service (BIS).

OUR SUSTAINABILITY GOALS

EMISSIONS

FY 2023

Achieve Net Zero carbon emissions for transportation to Travel Retail customers.

FY 2023

Achieve Net Zero carbon emissions for all Corporate Travel Retail Worldwide Business Air Travel. Travel by counter beauty advisors is excluded.

STORE DESIGN AND VISUAL MERCHANDISING

FY 2021

Incorporate sustainability practices in Travel Retail new store design and visual merchandising across all brands, including with respect to materials.

SUSTAINABLE BUILDING OPERATIONS

FY 2023

Deploy sustainability practice across all Travel Retail office locations.

PACKAGING

FY 2023

Reduce plastic usage by removing plastic film-wrap from Travel Retail Exclusive outside cartons by 2023.

CY 2025

Transition all Travel Retail Exclusive paper cartons to responsibly sourced FSC-certified board.



The Estée Lauder Companies and its brands have made great strides to ensure we continue to be a company rooted in values and it is important that we do our part in Travel Retail to uphold this vision. By implementing sustainability goals for Travel Retail, we are furthering the company's commitment to the environment and demonstrating to travelers how we are making a positive impact in this space. We look forward to continuing the necessary work to lead in this space and sharing our progress with our employees and consumers.

— OLIVIER BOTTRIE, Global President, Travel Retail and Retail Development, The Estée Lauder Companies

OUR PROGRESS



Please click to enlarge

By eliminating film-wrapping from the packaging of Travel Retail Exclusive Sets, for example, Travel Retail will avoid 54,000 kilograms of plastic waste – the equivalent of eliminating 5.4 million 500mL plastic water bottles, based on FY20 sales volumes.

Since the launch of Travel Retail's sustainability initiatives, progress has been made in both packaging and store design. In packaging, as of fiscal year 2020, 83% of Travel Retail Exclusive paper cartons are already FSC-certified, reports the company.

In store design, the newly opened Estée Lauder, La Mer and MAC counters at Hyundai COEX

in Seoul, Korea were built with, on average, 80% reused display fixtures, reducing waste and environmental impact while maintaining brand equity.

"We recognize that this is the first step for Travel Retail in what will be an ongoing journey, but we look forward to being a part of the solution and feel that by taking these critical steps, The Estée Lauder Companies and Travel Retail is recommitting to its values to bring the best to everyone we touch," added Bottrie.

For more information on ELC's sustainability commitments, visit the fiscal year 2020 [Citizenship and Sustainability Report](#).

ASUTIL and m1nd-set launch B1S recovery monitor to support return to growth

Latin American duty free association ASUTIL is among the first of the regional associations to partner with Swiss research agency m1nd-set to adopt m1nd-set's recovery monitor and share insights with its members.

m1nd-set is supporting the industry's return to growth with traffic and shopping behavior insights from its data tool Business Intelligence Service (B1S).

According to m1nd-set, the quarterly monitor reports will be provided free of charge to all interested regional trade associations, so members are able to view a summary of the key traffic trends and relevant shopper trends for the top nationalities traveling through their respective regions.

The Q1 report for Latin America reveals that international departures from the region fell by more than 68% between 2019 and 2020, from

115.7 million passengers to 36.7 million in 2020. The growth is expected to be steady from 2021, with a 38.5% increase in outbound traffic. 2022 will be even more positive, with a forecast of 74% growth and 88 million departures. The 2019 traffic levels will be reached and surpassed in 2023, when outbound flights are forecast to grow by 37.5% reaching 121 million departing passengers.

The B1S LATAM recovery monitor highlights shopper insights from the region's top four traveling nationalities: from the US, Mexico, Brazil and Argentina.

The monitor shows key trends for each nationality pre-COVID and the post COVID shopping intentions. One positive finding is that just under three quarters of travelers from the region say they plan to travel again within the first six months after restrictions are lifted. However, among these

returning travelers, three out of four indicate that they will reduce both their business and leisure-related travel, compared to pre-COVID.

About 6 out of 10 travelers from the region cut expenses and spend less on a daily basis since the COVID pandemic, while 55% spend more time watching videos and tutorial online, (ie. YouTube.) Around one quarter would opt to shop online for their duty free and pick up at the boarding gate or on arrival if the service is offered. The majority (64%) of shoppers will continue to engage with sales advisors, albeit taking precautions.

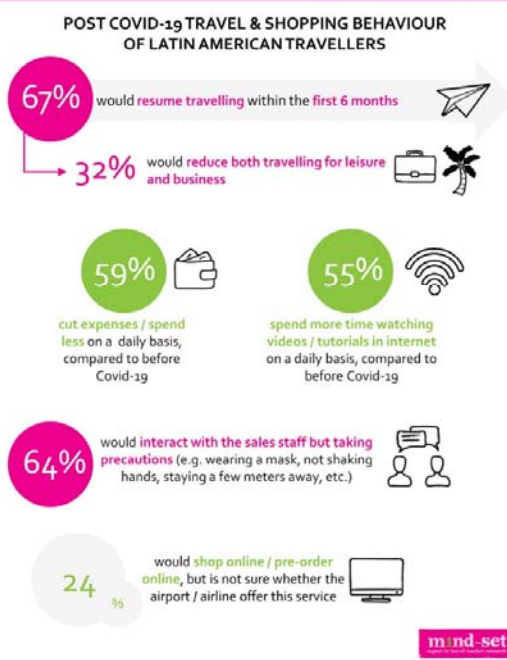
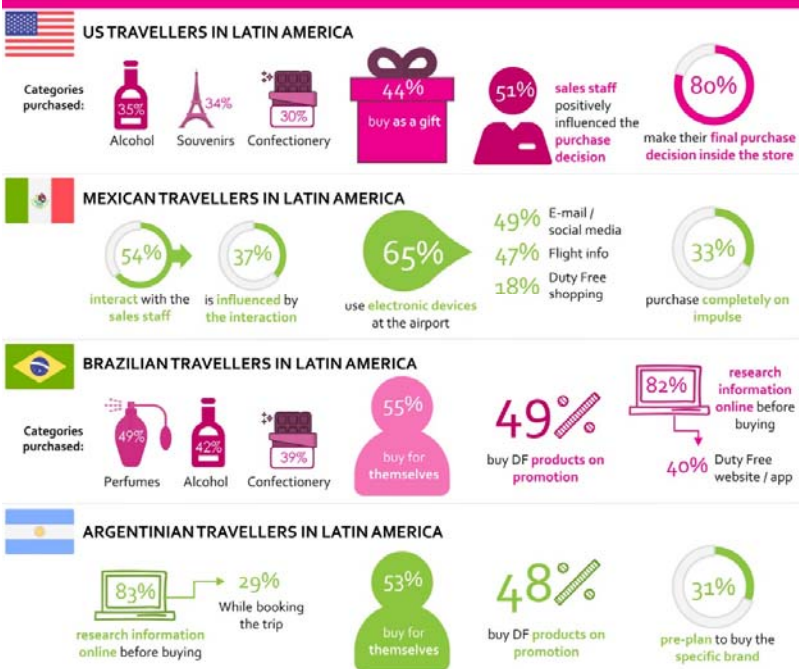
Jose Luis Donagaray, Secretary General at ASUTIL added: "ASUTIL endeavors to provide regular and relevant insights to our members through our events and insights. There has seldom been a greater need for data as now; all stakeholders in the region will be

keen to understand how both traffic and shopping behaviour will evolve in the weeks and months ahead. We have worked with m1nd-set for almost a decade and this partnership approach is testimony to their continued strong work ethic and sincerely appreciated by all of us at ASUTIL".

m1nd-set owner and CEO Peter Mohn commented: "Positive news of the vaccine being rolled out in a growing number of countries is spreading optimism and we are seeing a significant spike in demand for the B1S recovery data among many of our major clients, as they plan ahead for the coming months."

For more information please contact: info@m1nd-set.com.

m1nd-set's b1s recovery monitor – Latin America



The m1nd-set report data includes regional passenger numbers and year-on-year growth data from 2019 and projected traffic up to 2023, a focus on the top destinations from the region in 2019 and the top 10 nationalities and airports in the region for 2021. It also shows key shopping insights of the top 4 nationalities in the region and the key post-COVID shopping behavior insights from across each region. See TMI website for more charts.

Leo Dotolo launches Lion's Head Consultants to assist companies with training and planning as they come back from pandemic closings

As vaccines continue to roll out and recovery from the COVID-19 pandemic becomes more feasible, well-known duty free executive Leo Dotolo has opened a new company called Lion's Head Consultants based in South Florida.

Dotolo decided to offer his consulting services after being in contact with many of his previous clients, retailers and suppliers, and discovered there was a need in the market for the services he can provide.

With a background that includes nearly 10 years with leading fragrance distribution company Essence Corp overseeing much of its North American business, and more than seven years with Coty in a position that covered stores in airports, cruise ships, downtown and borders, Dotolo brings a broad range of knowledge and expertise to his new endeavor.

Prior to his association with Essence Corp and Coty, he worked for Dufry and Greyhound Leisure Services in airport and border retail operations, management and marketing. AT GLSI, Dotolo was responsible for merchandising 18 duty free stores at Miami International Airport and implementing customer training for a staff of more than 100.

At Dufry, he held a variety of operational positions from divisional merchandise manager in Monterrey, Mexico, to general manager at Dufry airport concessions in Philadelphia and Houston.

"I started in sales when I was with Coty, and an opportunity arose where I could do some training, and the same thing when I went to Essence. As time went on, my role started changing and I became more of the trainer for the North American stores.

"And I found that I really loved this area. Working with the sales staff, working with the suppliers, introducing new products to the sales staff and providing them with the tools and training to give them the ability to sell. That is what I really enjoyed the most," Dotolo tells *TMI*.

Once business starts to come back, Dotolo believes many companies are going to have to discover what the "new normal" will be.

"With companies reopening, I can help them focus on customer service and their sales staff," he says.

Since many companies may have let training staff go during the long months of the shut down, quite a few may opt to use sub-contractors to meet this need when they open again.

"Training, unfortunately, is one of the first things to go, especially since many suppliers stopped introducing new products during the pandemic. And since so many stores were closed, retailers didn't have a need to train. So trainers were let go.

"I think that now, as companies are opening again, they don't necessarily want to hire a full-time person. They are looking for someone they can hire on an as-needed basis. Eventually, they probably will hire full-time staff but for the time being, I don't think that is a focus," he explains.



Specialist services

Bringing in a specialist such as Dotolo on an as-needed basis offers companies a range of advantages:

"The cost will be a lot less," notes Dotolo. "And I bring 20 years of expertise in the business covering sales, customer service and training that I can really put to good use for my clients."

Dotolo has already concluded two consulting projects to date—even helping one client update a company profile, including developing the final presentation.

He also says he is receiving some very positive replies from some major operators.

"If people need me, they know to call," he notes. "More and more stores are opening, and some are doing fairly well, even under the current cut back in travel," he says.

He is optimistic that as more flights return from Latin America and resume on the West Coast with Asia, companies are going to need assistance with training maybe more than ever:

"Staff will need to refresh their customer service skills as well as their product knowledge. It is very difficult to show your smile when

wearing a mask, but sales staff will need to be able to welcome back clients, and help them feel safe, comfortable and relaxed."

Dotolo has the skills to show staff how to navigate even though they are masked so that they are fully prepared to greet and assist customers as they return.

Additionally, Dotolo says that many operators may be refocusing on different products and ways of doing business post-pandemic, and sales staff will need to learn new ways to accommodate customers.

"Air traffic does appear to be picking up, and as more airlines begin flying, the customers will come. And the stores will have to be ready for them. Hopefully, that is where I will come in," he says. "I can help them get ready. Whether it is merchandising, training or just being there to assist staff as they greet the customers."

Dotolo also points out that his prior operational expertise encompasses the full range of travel retail product categories—so he is able to provide assistance from product placement to HPPs. He is also available to travel anywhere, whether it be for a short-term or longer-term projects.

"This is the time for companies to strategize for the future. Product knowledge and customer service trainings, merchandising according to planograms and execution of promotions are areas where I can help a company in a time where hiring a full time professional may not be feasible."

To contact Leo Dotolo, please call **954-980-5866** or email him at leodotolo@lionsheadusa.com



Leo Dotolo specializes in training and merchandising.



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EMPLOYMENT OPPORTUNITIES

SHISEIDO Miami

has immediate openings for the following positions:

**Commercial Assistant/Market Coordinator
(based in the Miami office)**

Position is responsible for the processing and follow-up of orders, customer service, as well as assisting Area Managers with day to day tasks and various projects.

The ideal candidate is fluent in English and Spanish (French, a plus.

Must possess exceptional customer service, organizational skills and strong proficiency of all MS Office applications, mainly Excel. SAP knowledge is a plus.

Use reference "MC-NAM2021" when submitting resume.

**Two Account Executives/Retail Managers - South America
(1 based in Brazil; 1 based in Argentina)**

Responsibilities include developing sell-out figures for our cosmetics and fragrance brands through the supervision of Beauty Consultants and implementation of the brands' merchandising and promotion guidelines.

Experience in retail sales is a plus. Must be fluent in English and Spanish.

For the position based in Brazil, Portuguese is also a must.

Candidates must have a minimum of 2-3 years' experience in the Travel Retail luxury goods industry, have strong analytical skills and be proficient in Excel.

50-60% travel required throughout South America.

Use reference "RM-SAM2021" when submitting resume.

Applicants please send resumes to:

gcamplani@sac.shiseido.com
or srojas@sac.shiseido.com

WEBB Banks to distribute Infinium Spirits portfolio

WEBB Banks has signed an agreement with California-based distributor Infinium Spirits to distribute its spirits portfolio in travel retail in the Americas, cruise lines, the Caribbean basin and select Central American markets, effective immediately.

Under the agreement, WEBB Banks will exclusively distribute and represent *Skrewball Peanut Butter Whiskey*, *Templeton Rye American Whiskey*, *Zaya Rum* as well as the ultra-luxury brand *Tears of Llorona Tequila* through WEBB Banks' existing route to market.

Infinium Spirits' Senior Vice President-General Manager Shane Fitzharris said, "We are very excited to start working exclusively with WEBB Banks through their international route to market. This marks an important step for Infinium Spirits as we continue to expand the global footprint for our portfolio. Our strategic partnership with WEBB Banks will allow our award-winning spirits portfolio to further build brand equity and global growth through their existing channels with a specific focus on the travelling consumer."

WEBB Banks CEO Andy Consuegra added, "We are very proud and honored to add Templeton Rye, Skrewball, Zaya Rum and Tears of Llorona to the WEBB Banks portfolio, and we welcome Infinium Spirits as a valued partner. At WEBB Banks we pride ourselves in curating only the best spirits brands for our portfolio and our goal will be to drive growth for Infinium Spirits products in the Caribbean and Central American domestic market, and the travel retail channel through our extensive distribution network."

Pernod Ricard GTR opens state-of-the-art Maison Martell Boutique in Hainan


Illustrating limitless innovation, Pernod Ricard Global Travel Retail (PR GTR) opened its first-ever travel retail boutique for Maison Martell in China Duty Free Group's (CDFG) Haitang Bay Duty Free Shopping Centre on January 28, 2021.

The state-of-the-art boutique, the first Pernod Ricard-owned store on the island, features a one-of-a-kind digital façade and touchless technology that invites duty free shoppers to engage with the world of Maison Martell. The innovative technology delivers a seamless consumer experience, with interaction points that will continue to evolve to ensure its consumers remain engaged after the opening, says the company.

The Maison Martell boutique is designed to push the boundaries of futuristic retail. With the rise of digitalization in the channel opening the door for new GTR technology, the store offers consumers pioneering engagement through evolving content and enhanced in-store retail theatre, using digital wall displays and an in-situ Martell Perfect Door, that leverages touch-less technology with a wave and learn experience.

Mohit Lal, CEO of Pernod Ricard Global Travel Retail: "The opening of Maison Martell's new travel retail boutique represents a landmark occasion both for the house and for the channel. As we look towards a future of new beginnings driven by digital innovation, the store offers us the opportunity to reimagine Maison Martell's rich heritage by bringing our products to life through the power of technology, streamlining shopper experiences and allowing consumers to feel even more connected to the brand."