

Seatrade highlights CLIA's 2024 State of the Cruise Industry Report: Cruise tourism hits record highs



More than 11,000 attendees gathered for Seatrade Cruise Global, the world's largest B2B cruise event that met in Miami for four days over the past week, according to organizers. Attendees had the opportunity to visit over 600 exhibitors from more than 120 countries.

Hundreds more attended the second annual **F&B@Sea** two-day event at the Mana Wynwood Convention Center in Miami, including many key travel retail brands. The event doubled in size from year one.

One of the main topics of the annual State of the Industry panel discussion was the strong recovery of cruise traffic in the three years since the COVID-19 pandemic decimated the cruise industry. According to Cruise Lines International Association's (CLIA) annual *State of the Cruise Industry* report – which was released on April 9 -- 31.7 million people took a cruise in 2023, surpassing 2019 passenger volume by 7%.

The report also shows continued demand for cruise holidays, noting intent to cruise at 82%. The forecast for cruise capacity shows an increase of 10% from 2024 through 2028, as cruise lines make ongoing, concrete progress in pursuit of net-zero emissions by 2050.

Kelly Craighead, president and CEO of CLIA, in her opening remarks, said: "Cruise continues to be one of the fastest-growing and most resilient sectors of tourism—rebounding faster than international tourist arrivals—and a strong contributor to local and national economies.

Carnival Corp. & plc CEO and chief climate officer Josh Weinstein, one of the four cruise company leaders on the State of the Industry panel, noted that the demand is unprecedented, but will be even better next

year. But he added that the record levels of early booking for 2025 are a sign of normalcy, not rebound.

Jason Liberty, President & CEO, Royal Caribbean Group, said that the future is incredibly bright for cruise.

"In 2022, cruise tourism cruise generated 90% of economic impact compared to 2019, despite passenger volumes that year at 70% of 2019 levels," continued CLIA's Craighead.

"Over the past 50 years, cruise tourism has demonstrated its leadership in managed tourism and is an industry that has plenty of room for continued responsible growth given cruise travel comprises just 2% of overall travel and tourism.

"The industry also continues to lead the way in environmental sustainability and destination stewardship, with cruise lines making advancements in technology, infrastructure and operations, and in green skills training for crew."

Highlights from CLIA's 2024 State of the Industry report include:

Cruise is Thriving:

Cruise tourism reached 107% of 2019 levels in 2023, with 31.7 million passengers sailing – almost two million more than 2019.

2024 is forecast to see 35.7 cruise passengers sailing.

Intent to cruise is 6% higher than 2019, with Millennials being the most enthusiastic cruise travelers of the future.

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Global cruise capacity is forecast to grow from 677K lower berths in 2024 to 745K lower berths in 2028.

Each year, the fleet becomes more efficient, as cruise lines invest in propulsion technologies with conversion capabilities for future alternative fuels and utilize a range of technologies and innovations to advance their sustainability initiatives.

Continued on next page.



Seatrade Cruise Global's annual State of the Industry panel discussing the buoyant future ahead for cruising on April 9. From left, moderator Anne Kalosh, Seatrade Cruise News editor; Carnival Corp & plc's Josh Weinstein, MSC Cruises' Pierfrancesco Vago, NCLH's Harry Sommer, Royal Caribbean Group's Jason Liberty, CLIA's Kelly Craighead.

CLIA's 2024 State of the Cruise Industry Report

2024 F&B@Sea in pictures

Continued from page 1

2022 Global Economic Impact.

In 2022, cruise generated \$138 billion to the global economy and supported 1.2 million jobs – up 4% compared to 2019, generating \$43 billion in wages.

In addition, 63% of those who have taken a cruise say that they have returned to a destination that they first visited via cruise ship for a longer stay, extending the economic impact.

For 2023, the economic impact is forecast to be even greater given the 50% increase in the number of passengers sailing in 2023 vs 2022.

“Cruise is the best vacation value there is, with incredible guest experiences delivered by a talented and dedicated multinational workforce of nearly 300,000 seafarers.

“To highlight the tremendous employment opportunities that cruise tourism supports around the world, CLIA has published a new skills and workforce publication, *Oceans of Opportunity*. With at least 56 new ships coming online between 2024 and 2028, there are vast opportunities for careers in cruise, which boasts an impressive employee retention rate upwards of 80%,” said Craighead.

To view the full 2024 *State of the Cruise Industry Outlook* report, see [here](#).



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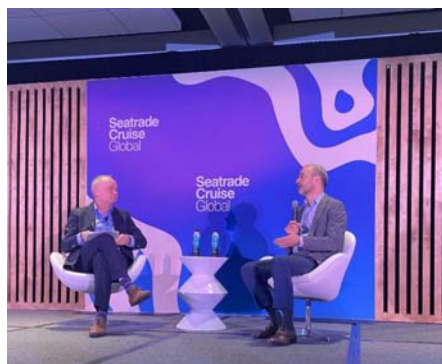
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The 2nd edition of F&B@Sea was held in Wynwood in Miami on April 10 & 11. Many familiar brands and faces from travel retail were in attendance.

Retail has its day at Seatrade Cruise Global

Retail also had its day at Seatrade Cruise Global this year. The inaugural edition of The Retail Day at Seatrade Cruise Global – a series of conference sessions dedicated to retail at sea – was co-organized by *The Moodie Davitt Report* –and attracted a strong audience of cruise lines, retail concessionaires and brand owners on April 10, with a high-caliber lineup of speakers contributing to the event's success.



Session moderators *The Moodie Davitt Report* President Dermot Davitt and Seatrade Cruise Global Ambassador Nadine Heubel; Davitt with Holland America Line President Gus Antorcha; Talking luxury retail - Davitt, Effy Jewelry EVP Jennifer Patience, The Ritz-Carlton Yacht Collection Chief Product Officer Mark Lockwood, Starboard VP Merchandising Sherrie Day and MSC Cruises SVP Onboard Revenue Stefano Menegotto.



A 'Trinity' panel featured Carnival Cruise Line Vice President Guest Commerce & Onboard Revenue Luis Terife, Starboard Cruise Services President & CEO Lisa Bauer and LVMH Beauty Managing Director Travel Retail Americas André Marzloff.



Duty Free Global hosted a post-event reception with key brand partners. Shown here (left) are DFG team members Niklas Muethel and John Kilmartin with Dermot Davitt and The House of Somrus Director Global Business Guy May. Right, Katherine Sleipnes, president of International Brand Builders Inc. and her husband Svein Sleipnes, a senior marine operations executive, with DFG founder Barry Geoghegan.

Nadine Heubel (2nd right) with Heinemann Americas Director, HR Natalia Rolle Phillips, Starboard Chief People Experience Officer John McGill and Harding+ SVP Patrick Molloy.

F&B@Sea honors excellence and innovation at inaugural awards

Recognizing excellence and innovation within the global food and beverage cruise industry, the inaugural F&B@Sea Awards underscored the pivotal role of the food and beverage sector in shaping the cruise experience.

This year's outstanding achievers were revealed during a ceremony hosted on April 11, 2024 at F&B@Sea.

Hosted by Vice President of MarkeTeam Ken Taylor and Seatrade Cruise News Deputy Editor Holly Payne, the awards spanned seven categories. Three aimed at suppliers within the industry and four aimed at Cruise Lines and included awards such as Most Sustainable Product, Wellness Pioneer, Best Restaurant,

F&B Maverick of the year and more.

The judges for the 2024 F&B@Sea Awards hailed from academia, journalism, hotels, wine & beverage, and culinary fields. Their collective insights, coupled with specialized industry experience, ensured a fair and expert assessment of each nomination, reflecting the current trends in both land-based and at-sea dining.

The winners are:

Beverage Program: Royal Caribbean International; *Icon of the Seas*

Best Restaurant: Crystal Cruises; Umi Uma

Most Sustainable F&B Program:

Holland America Line; Food Sourcing & Food Waste Reduction
F&B Maverick of the Year: Rudi Sodamin; Princess Cruises
Most Sustainable Product: Riverence Provisions
Wellness Pioneer: Konscious Foods
Trailblazing Product: AUTEC

Additionally, the accolade for Best Vendor Stall Setup awarded to Pepsico was determined through onsite voting via QR code. This award spotlights exceptional presentation, engagement, and overall immersive excellence.

Chiara Giorgi, Global Brand and Event Director of Seatrade Cruise, remarked, "The F&B@Sea Awards spotlight excellence and

innovation, providing a global platform for industry leaders shaping the future of F&B cruising. We extend our heartfelt congratulations to the 2024 winners for their remarkable achievements."

Committed to sustainability, the F&B@Sea Awards trophies are crafted from responsibly sourced, individually unique, and 100% recyclable oak wood.

F&B@Sea was developed in close consultation with cruise lines, food and beverage stakeholders, and culinary leaders with support from Cruise Lines International Association (CLIA), Florida-Caribbean Cruise Association (FCCA) and industry consulting leader MarkeTeam.

MSC Cruises introduces finest mixology experience at sea with "World's Greatest Bars" program



Giacomo Giannotti, owner of *Paradiso Barcelona* (left) and Marc Alvarez, co-owner of *Sips Barcelona*. Their bars will be featured as "pop-ups" on select MSC cruise ships for the next six months.

MSC Cruises says that it is bringing its world-class Food & Beverage offering to new heights with its brand-new beverage program: World's Greatest Bars.

This innovative new concept brings some of the most acclaimed ashore bars to MSC Cruises ships, offering guests a truly unique and immersive experience like never before at sea.

Under the new concept, MSC will feature some of the world's most famous bars open as pop-ups on board selected MSC Cruises' ships, each for a six-month period, to serve up something extra special to guests.

Maestros from each partnering bar have personally and comprehensively trained the skilled onboard bar teams, passing on the secrets of the flavor combinations and techniques to prepare the cocktails that have made them so famous.

The program includes award-winning bars *Paradiso* and *Sips* from Barcelona, Spain, allowing guests the opportunity to savour the finest mixology at sea.

Jacques Van Staden, Food & Beverage Vice President at MSC Cruises, said, "We're delighted to bring the 'World's Greatest Bars' concept on board our ships to create world-class and innovative experiences for our guests. The new program brings our food and beverage offering to new heights,

providing unforgettable experiences not seen before at sea. We're thrilled to have on board such exciting bars, *SIPS* and *Paradiso*, two bars ranked as some of the best in the world. These two bars are incredibly hard to get into right now, so we're so excited that our guests can get a taste of the action."

The program commenced on April 1, 2024, and will be available for a six-month activation with the *Paradiso* pop-up on board *MSC World Europa* and *Sips* on board *MSC Euribia*.

Other innovative F&B offerings from MSC Cruises includes such concepts as *Helios Wine Bar* on *MSC Euribia*, an immersive digital experience for the next generation of wine lovers, *The Gin Project* on *MSC World Europa*, a must-stop shop for gin aficionados with over 70 craft gins, and *Masters of the Sea* microbrewery on *MSC World Europa* where special-brew beer is made from desalinated seawater.



In Memoriam: Joanne "Joei" Aranha

It is with deep sadness that we announce the sudden passing of Joanne "Joei" Aranha on April 6, 2024 in Nassau, the Bahamas, one day after her 67th birthday.

Joei worked for many years as part of the perfume and jewelry industries, traveling throughout the Caribbean. She was not just a co-worker, but became a dear friend whose laughter and kindness will be forever cherished.

Her absence leaves a void that can never be filled. May her memory continue to bring comfort and strength to all who knew her.

A celebration of her life will be announced at a later date.

Pernod Ricard launches Royal Salute 21 Year Old Miami Polo Edition with global campaign



Pernod Ricard Global Travel Retail revealed the glamorous new limited edition joining Royal Salute's iconic Polo Collection; the **Royal Salute 21 Year Old Miami Polo Edition**, which launched in limited quantities in global travel retail on April 11 and was celebrated at an invitation-only special event with a strong polo connection in exclusive Palm Beach, Florida.

Royal Salute's link to polo dates back over 15 years. The newest polo-inspired expression comes endorsed by celebrated polo player and Royal Salute World Polo Ambassador Malcolm Borwick.

The **Royal Salute 21 Year Old Miami Polo Edition** is the sixth edition in the Polo Collection and continues the Scotch whisky's ethos of entering new kingdoms by capturing the culture of emblematic polo locations around the world. Celebrating its famed polo clubs and vibrant scene, Miami is a modern-day polo destination and takes the spotlight as the inspiration behind this new blend.

The launch initiates a 360 degree marketing campaign on a global scale, immersing travelers in the Royal Salute Miami universe with numerous high profile activations in major international hub airports – including London Heathrow, Singapore Changi, Dubai International, Taipei and Sao Paulo. It will also be celebrated with a “dazzling” experiential pop-

up at Miami International Airport, in partnership with Duty Free Americas (DFA) from May.

Pernod Ricard says that the campaign will be leveraging its extensive international footprint in travel retail, and its ability to connect with impact with travelers across all touchpoints while crucially maximizing synergies with domestic markets.

Expertly crafted by Royal Salute's Master Blender Sandy Hyslop to embrace the essence of Miami's sun-kissed energy, the new expression presents a first in Royal Salute's blending history, with a bespoke whisky finished in a blend of classic first-fill bourbon and first-fill rye casks. The result of this all-American oak cask finish is superbly smooth with vanilla and coconut flavor notes resonant of Miami's golden beaches, and a subtly spiced finish that captures warm city sunsets.

Commenting on the latest release, **Sandy Hyslop** said:

“Miami is such a dynamic city, so we wanted to craft a blend that would echo this with an exciting new dimension. Selecting the finest first-fill bourbon and rye casks to finish the special formulation of whiskies aged for a minimum of 21 years allowed us to impart some incredible flavors and emphasize the sweet and spicy notes of the final blend, perfectly nodding to Miami's vibrant scene.”

Capturing the playful allure of the city, the **21 Year Old Miami Polo Edition** is presented in a striking pink flagon, itself housed in a stunning presentation box adorned with an illustrative design depicting glamorous post-polo match gatherings, set against Miami's infamous art-deco architecture.



Liya Zhang, VP Marketing for Pernod Ricard Global Travel Retail, comments: “We relish this opportunity to introduce travelers to an exquisite new facet of the multi-dimensional Royal Salute brand.

“The masters of exceptionally aged whisky have successfully created a must-have innovation for all whisky lovers, which we are eager to activate on a global scale. We will fully engage travelers across all touchpoints – pre-trip, during and post-trip – through our omni-channel approach and our retail execution. We can't wait to bring a taste of Miami to all travelers.”

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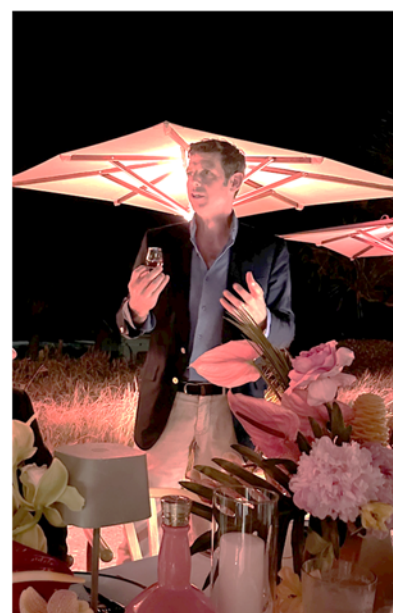
Royal Salute 21 Year Old Miami Polo Edition launches in Palm Beach

The **Royal Salute 21 Year Old Miami Polo Edition** was officially unveiled in Palm Beach through a two-day event, including a polo match at Grand Champions Polo Club in Wellington. Malcolm Borwick took to the field in front of a crowd of over 300 guests for the 'Royal Salute Polo Challenge in Support of Sentebale.'

The event champions the charity's work supporting vulnerable people and their communities to address issues of health, wealth inequality and climate resilience in Lesotho and Botswana. Royal Salute has been a long-term supporter of the charity which was co-founded in 2006 by Prince Harry, The Duke of Sussex and the Prince Seeiso of Lesotho.



The Duke of Sussex Prince Harry and team accept the polo trophy from Harry's wife Meghan Markle as the event raised funds for the Sentebale charity. The Duke of Sussex Prince Harry also played on the winning Royal Salute team at the Grand Champions Polo Club event at the Grand Champions Polo Club in Wellington.



Royal Salute World Polo Ambassador Malcolm Borwick who has been a central influence in developing Royal Salute's links with the polo world over the past 15 years, at the launch dinner.



The House of Suntory launches new GTR-exclusive Yamazaki and Hakushu Kogei 2024 Collection

The House of Suntory, the Founding House of Japanese Whisky, has officially introduced its new and inaugural global travel retail exclusive Yamazaki and Hakushu Kogei Collection (2024 Japanese Kimono Edition).

The Travel Retail Roll-out

The 2024 Kogei Collection comprises two whiskies: the Yamazaki Peated Malt Spanish Oak and the Hakushu Peated Malt Spanish Oak. Both are being introduced into selected airport doors worldwide, with an RRSP of US\$205 for 700ml.

The airport locations include Singapore Changi, Dubai International, London Heathrow, Los Angeles International, Paris CDG, Frankfurt, Amsterdam Schiphol, Istanbul, Shanghai, Beijing Capital International, Hainan, Hong Kong International, Taipei Taoyuan, Seoul Incheon, Delhi Indira Gandhi International, Mumbai Chhatrapati Shivaji Maharaj International, Hamad International, Sydney, Melbourne and Bangkok Suvarnabhumi.

The 2024 Kogei Collection made its global debut on April 1, at the House of Suntory's first ever travel retail shop-in-shop boutique, at Singapore Changi Terminal 3.

The first high-profile outpost installation to support the launch

will go live at Dubai International at the end of May, followed by Singapore Changi and London Heathrow in July. Smaller-scale airport activations are also planned for Los Angeles, Shanghai, Hainan, Doha, Sydney, Paris and Delhi.

Beam Suntory Global Travel Retail Managing Director Ashish Gandham noted: "The Kogei Collection is a new milestone for our whisky portfolio – and for the travel retail channel – and illustrates perfectly our commitment to combining premiumisation with sought-after exclusives.

"These two very special collectible whiskies are a testament to The House of Suntory's legacy of craftsmanship – and to our endless quest for quality and creativity. I'm very excited to introduce these releases to the global travel retail channel – the only market chosen to carry exclusive Yamazaki and Hakushu expressions."

"The Japanese Kimono Editions of our 2024 Kogei Collection are a true embodiment of craft through inspired innovation," commented Beam Suntory Brand Marketing Director Global Travel Retail Manuel Gonzalez. "I'm sure these exceptional expressions will capture the imagination of whisky lovers and collectors, and drive engagement and trade-up for us and our retail partners."

Japanese craftsmanship

The word 'Kogei' can be translated as 'traditional Japanese craftsmanship'. Accordingly, this collection explores the traditional crafts of Japan through selected artisan partnerships, with the aim of encapsulating Japanese artistry – a dedication to process, beauty and creativity. The new whiskies showcase a harmonious fusion of peated malt and Spanish oak.

Created in partnership with selected traditional Japanese artisans, this limited-edition collection will be refreshed every two years with new packaging designs.

Partnership with Chiso Kimono House

The debut 2024 Japanese Kimono Edition was created in collaboration with Chiso, Kyoto's preeminent Kimono House, which has been crafting the finest Japanese kimonos since 1555. The house is known for its timeless patterns, which take shape through colors and motifs, to become a composition of both old tradition and new techniques.

Chiso's pattern-makers harnessed the traditional method of *Bokashi-zome* (gradation dyeing) to imbue the distinctive story of the House of Suntory, and these unique Yamazaki and Hakushu whiskies, into the bottle labels and outer packaging.

Featuring designs based on actual Chiso kimonos, the Yamazaki packaging incorporates intricate prints inspired by the serene Yamazaki distillery. The Hakushu packaging mirrors the lush Japanese Southern Alps that surround the Hakushu distillery. This design features silver stamping, designed to call to mind forest clouds and delicate kimono threads.

The Yamazaki and Hakushu Kogei Expressions

The art of "Tsukuriwake," which translates as 'artisanship through a diversity of making', allowed master blender Shinji Fukuyo to push the boundaries of both the Yamazaki and Hakushu profiles. The product of Shinji's creative craftsmanship, these single malts from the Yamazaki and Hakushu distilleries use peated malt and maturation in Spanish oak casks to enhance and deepen their unique flavor profiles, producing a colorful spice character with gentle smoky notes.

Bottled at 43% ABV, the Yamazaki Peated Malt Spanish Oak limited edition incorporates creamy notes of dark mocha, raisins and almonds. The Hakushu Peated Malt Spanish Oak limited edition (43% ABV) blends rich floral notes of bitter orange marmalade and softly smoky dark chocolate.



Ritter Sport tackles the Americas with TR exclusives

Ritter Sport is returning to the Summit of the Americas with a portfolio of products first introduced at TFWA and now rolling out to the Americas travel retail channel (Otis McAllister booth 201).

These include Ritter's 500g VEGAN Tower which has been expanded from three varieties to five. Crunchy Almond and Crispy Cookie join the existing flavors of Salted Caramel, Smooth Chocolate and Roasted Peanuts, highlighting the best vegan chocolate and the best ingredients.

Ritter Sport Tasty Vibes Summer Selection Tower, a travel retail exclusive, introduces three new flavors and a completely new design concept. Tasty Vibes brings music and chocolate together in three flavors: Chill Out Creamy Milk, Groovy Crunchy Pretzel, and Funky White Lemon, presented in 5x100g Ritter Sport Limited Edition Tasty Vibes square bars.

Ritter Sport has introduced a new travel retail exclusive Fruity Yogurt Pouch to its Choco Cubes assortment, which until now has lacked a light fruity mix. Two new varieties, Yogurt, Black Currant Yogurt and Strawberry Yogurt, "close this gap" in the range.

The Ritter Sport Choco Cube bag contains a mix of 20 Choco Cubes for sharing. The chocolates do not contain artificial coloring and are presented in a paper-based bag.

Performance

Sport has been solidifying its presence in the Americas, expanding into Canada, where it initiated operations in early 2024 - while enhancing its presence in existing markets by bolstering visibility and availability through strategic partnerships with key retailers.

Jan Bessel, International Key Account Manager GTR, comments:

"In 2023, our business unit achieved notable success. Apart from promising financial results, it was particularly rewarding to observe our global partners expressing their confidence in Ritter Sport's importance within the category."

"The Summit of the Americas presents a remarkable opportunity to engage with partners and fellow brands. This face-to-face interaction is invaluable for grasping the nuances of the current market landscape. This understanding will facilitate mutual growth in one of Ritter Sport's key expansion markets."



Legendary delights with 'a pinch of history': Choco Myths makes its official debut in the Americas with worldclassbrands

Athens-based Choco Myths is set to make its debut at the IAAFS Summit of the Americas through its partnership with worldclassbrands for the Americas.

Established in 2016, the Choco Myths concept is based on combining mythological, fictional and historical characters with chocolate and biscuit products, all presented in a fun but always respectful way.

The brand's goal is to create delicious sustainable products with the highest-quality standards, while offering an educational sweet touch.

The tasty products, their colorful packaging and the artistic caricatures intrigue people and make them want to learn more about the featured figures, the civilizations and the myths behind them. A short story about each character is

available on the back of every pack.

The brand's product line-up includes chocolate bars, chocolate boxes, cookies, roasted almond dragées and chocolate minis, presented in stand-out packaging featuring characters from across the world.

Today, the concept hosts over 200 original caricatures, with more than 250 available SKUs, while the brand has just completed a new range of designs for the United States, Canada, Mexico and global cruise business.

A preview of this brand-new edition will be featured at the IAAFS show along with Choco Myths' best-selling chocolate bars.

Discover more about Choco Myths at the worldclassbrands stand, #601.



Mars Wrigley ITR focuses on its moment-led strategy in the Americas

Mars Wrigley International Travel Retail (MWITR) will introduce new products from its key M&M'S and Maltesers brands at the Summit of the Americas. Building on its moment-led strategy, MWITR says that it is putting the needs of its traveling consumers at the heart of its thinking. The company is expanding its offer in all key moments which include Enjoy travel time together, Give a Gift, Refresh, Energize and Indulge on the Go.

MWITR will share its strategy with retailers to bring those moments to execution on the shop floor, exciting and engaging travelers with the right offer at every relevant touchpoint in the store.

MWITR will also outline the Transaction Zone which focuses on its efforts to convert more travelers into shoppers at the point of purchase and convert this relatively untapped opportunity.

Mars Wrigley International Travel Retail Sales Director Marcus Hudson said: "At MWITR we are committed to responding effectively to the evolving needs of travelers, ensuring that our products align seamlessly with their expectations and demands. Through these strategic initiatives, we are poised to strengthen our position and capture new opportunities in the dynamic Americas market."

Americas focus

Hudson noted MWITR's significant double-digit growth in the Americas.

"Our growth strategy for the Americas involves a focused effort to accelerate our presence by enhancing our portfolio, tailoring our offer to fit the travelers' needs and preferences. For the U.S. market, our focus is to leverage sense of place in line with retailer's strategies on gifting, while in Latin America in particular, we are targeting Gifting and the expansion of our total offering," he said.

MWITR's refreshed offer for the U.S. is led by MyM&M'S. This unique gifting concept features M&M's lentils exclusively printed for the North American market. The new product has been successfully tested in airports in Chicago, Las Vegas, Newark and Boston as a rotating week-on-week item and will be rolled out to further locations, supported by tailored in-store promotional materials.

"We believe this product is ideal for the U.S. market," Hudson explained. "It's not only fun and an extra gift great for the customer, it also adds value to the retailer and the total confectionery category in general with its sense of place fit."

Gifting & cross-category portfolios

MWITR reports that gifting continues to account for over 30% of sales in confectionery. For Latin America, the company is focusing on two gifting products: Global Traveller Passports from M&M'S and Maltesers with gift boxes containing six to eight single bags personalized with a 'To:From' label.

M&M'S is also targeting a 'bring fun' moment with M&M'S Crispy & Peanut lines while M&M Minis are ideal for sharing and an 'enjoy time together' moment.

The 310g pack contains milk chocolate lentils with an extra crunchy crust in different colors.

MWITR will also share details of the Transaction Zone, a key strategic pillar for the company globally already being rolled out in Europe.



The new branded queue-system and manned zones offer an optimized cross-category portfolio that aims to better fulfil traveler needs.

Hudson noted that around 500 million travelers buy products in travel retail every year. "This means there are 500 million opportunities to drive incremental purchases at the checkout areas," he said. "By sharing our knowledge on optimizing the transaction zone with our partners in the Americas, we can help them bring these solutions to life in airports and other travel retail-related locations."

MWITR is represented by Otis McAllister (Booth 201), with whom the company has enjoyed a successful long-standing partnership for many years, as well as by Lymarie Prudencio, the Customer Development Leader for MWITR for the Americas.

Lindt appoints Nicolas Sobredo as Head of GTR North & Central America

Lindt & Sprüngli has appointed Nicolas Sobredo as Regional Head of GTR North & Central America, effective immediately.

The move reflects the company's intention to drive growth for confectionery in the Americas region by splitting responsibilities for South America and North & Central America.

Reporting to Head of Global Travel Retail Peter Zehnder, Sobredo will lead the expansion of Lindt's travel retail business, with a key focus on brand building and accelerating sales performance across the region. He will also further develop the duty-paid business in the U.S. and develop, implement, and oversee the GTR strategy throughout North and Central America.

He will work alongside his colleague Markus Suter, who previously managed the region in addition to his responsibilities for Lindt GTR South America.

Sobredo has a wealth of experience in travel retail, having previously worked across Latin America and the Caribbean. He also held retail and business development roles with global FMCG companies in various markets in North and Latin America.

Peter Zehnder, Head of Lindt & Sprüngli Global Travel Retail commented: "I would like to welcome Nicolas to the team and wish him and Markus great success in taking the Americas region to the next level. Nicolas is an experienced travel retail executive whose knowledge and deep understanding of the region's dynamics will undoubtedly positively impact our business in North and Central America. I would also like to thank Markus for his huge efforts in managing the GTR Americas business over the last 10 years. The new structure will enable us to deploy resources in North and Central America, where we have identified significant growth opportunities, while at the same time maintaining dedicated resources for LATAM to develop further."



Markus Suter and Nicolas Sobredo will manage Lindt's confectionery business in the Americas.



Cincoro Tequila partners with Duty Free Global for travel retail expansion

Duty Free Global has announced an agreement with Cincoro Tequila for global travel retail.

This collaboration marks a significant expansion for Cincoro Tequila, positioning its premium portfolio to reach consumers across the globe through strategic distribution in premier airports and duty free destinations, which will coincide with launches across numerous (domestic) markets in Asia, Europe and the Middle East.

Travelers will now have the opportunity to discover all five Cincoro Tequila expressions, including the Blanco, Reposado, Añejo, Gold, and Extra Añejo.

Cincoro Tequila was launched in 2019 by five NBA legends including Jeanie Buss of the Los Angeles Lakers, Wes Edens of the Milwaukee Bucks, Emilia Fazzalari and Wyc Grousbeck of the Boston Celtics, and Michael Jordan. Cincoro Tequila has won 28 prestigious awards in the span of just five years.

Barry Geoghegan, founder of Duty Free Global, expressed his



enthusiasm for the partnership, stating, “The entire team at Duty Free Global is delighted to launch our partnership with Cincoro Tequila, a delicious, luxury portfolio of tequilas. We have long admired the brand's dedication to producing exceptionally smooth tequilas, and we look forward to introducing this beloved brand to a wider international audience.”

The Cincoro founders spent nearly three years creating Cincoro tequila and in the process, they

created and tasted over 1,000 different tequilas before finding the Cincoro taste profile.

Cincoro is crafted using only high quality, mature 100 percent Blue Weber agaves, hand selected from both the Highlands and Lowlands of Jalisco. All the brand's tequilas begin as Cincoro Blanco and are then aged in Tennessee whiskey barrels.

“Duty Free Global is the leading expert on building brands in duty free and travel retail channels and we’re thrilled to partner with them to bring Cincoro’s smooth and delicious tequila to new international markets to build a global consumer base,” said Quentin Job, Managing Director International at Cincoro Tequila.

“From the agave fields to the bottle design, greatness is woven into every aspect of the Cincoro experience and our collaboration with Duty Free Global ensures that Cincoro will be savored by discerning travelers worldwide.”

Discover the Cincoro Tequila expressions at the Duty Free Global booth at the Summit of the Americas, Foyer #4.



BeautyPro celebrates 100% Biodegradable Sheet Mask packaging



In January 2023, BeautyPro made a bold commitment to environment responsibility by transitioning to 100% biodegradable sheet mask packaging.

Once opened, the eco pouches begin to biodegrade immediately, taking just 1% of the time compared to traditional plastic. That's 500 years down to five years with no trace of microplastics in the soil or sea, reports the company. This environmentally friendly biodegradable material can be disposed of in general waste, recycling bins and home composts – it will biodegrade in all environments.

BeautyPro is committed to furthering their dedication to plant friendly practices and enhancing their existing initiatives, which include working towards a zero air freight policy, running their warehouse facility with 100% green energy and carefully crafting skincare formulas to be ethically sourced, vegan and cruelty free.

Read more about BeautyPro in the *Travel Markets Insider* April magazine and see the full range of environmentally friendly products at the worldclassbrands stand at the Summit of the Americas, #601.