

TFWA unveils conference & workshop program for TFWA World Exhibition & Conference 2022

From economics and the Metaverse, to brand-building in a changing world, the opening Conference of the 2022 TFWA World Exhibition & Conference will address some key trends shaping duty free and travel retail in the post-pandemic era.

Taking place from 9-11:45 CET on Monday Oct. 3, in the Grand Auditorium of the Palais des Festivals, the TFWA World Conference will open with an address from TFWA President Erik Juul-Mortensen.

Juul-Mortensen will be followed by a discussion between David McWilliams, Adjunct Professor of Global Economics at Trinity College Dublin's School of Business and one of the most authoritative – and entertaining – voices on economics and geopolitics today; and Raymond Cloosterman, Founder and CEO of Rituals, who will address brand-building in a changing world.

The Conference will also look at life in the Metaverse with the help of a global expert on new digital technologies: Swan Sit, Operating Partner of AF Ventures, a Leading Voice on Clubhouse and the former Global Head of Digital Marketing for Nike, Revlon, and Estée Lauder.

TFWA workshops

The popular TFWA workshops return this year, with two sessions scheduled during lunchtime on Tuesday, Oct. 4, for The Airport Forum; and Wednesday, Oct. 5, for Innovation in Action in the I5 studio inside the Palais des Festivals.

The Airport Forum session will feature Heathrow Airport Retail & Property Director Fraser Brown, Incheon International Airport Corporation Director Duty Free Management Team Sung Bin Im, and Chief Digital & Commercial Officer of Istanbul Airport Ersin Inankul.

The Innovation in Action session will look at the latest developments in customer engagement courtesy of speakers including Intelligent Track System Founder & CEO Morten Pankoke and Founder & CEO of Inflyter Wassim Saadé.

Further details regarding the speaker line up will be shared in the coming weeks. To register for the TFWA World Exhibition & Conference, please [click here](#).

The TFWA World Exhibition & Conference will be held at the Palais des Festivals in Cannes from Oct. 2-6.

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TFWA i.lab returns to Cannes

TFWA i.lab is physically returning to TFWA World Exhibition & Conference. The ideas hub that shines a spotlight on innovative ways to engage the traveling consumer will be open from midday on Monday, Oct. 3 through 5 pm on Thursday, Oct. 6. For the first time, TFWA i.lab will be located inside the Palais des Festivals on the main show floor, within the Red Village.

The dedicated TFWA i.lab space will feature a lounge where participants can network with visitors and promote their ideas from a pitch stage with a screen, and an informal area shared by start-up exhibitors.

The Innovation in Action workshop -- featuring some of the TFWA i.lab exhibitors -- will take place on Wednesday, Oct. 5, from 12:30 until 2 p.m. The line-up of speakers will cover topics such as sustainability in travel retail, digital transformation and data-based services.

TFWA i.lab will showcase the most tech-forward businesses in fields such as data analytics, sustainable and social initiatives, digital traveler engagement and in-store solutions. TFWA i.lab will also be included within TFWA's ONE2ONE meeting service and preliminary meetings for eligible companies can be arranged. To learn more, please follow this link: <https://www.tfwa.com/fwa-world-exhibition-conference/innovation-in-action-workshop-100013324>.



Starboard Luxury and Virtuoso partner to create best destination retail experiences

Starboard Cruise Services' Luxury Division has formed a strategic alliance with leading luxury travel network Virtuoso, to redefine transformative cruise travel by curating tailored-made destination retail moments with Virtuoso's preferred luxury cruise partners.

The union promises a better understanding and appreciation of destinations by enabling guests to purchase hand-made goods from artisans, gaining first-hand insight into their traditional techniques and hearing their personal stories.

"Our collaboration with Virtuoso is a natural partnership for Starboard Luxury. The alliance is rooted in shared values to preserve cultural heritage and uplift local economies through a wide range of

novel and bespoke experiences," says Lisa Bauer, President and CEO of Starboard Cruise Services.

"Starboard Luxury's proven formula for exceptional retail vacation programs has positioned us to capture a destination's essence by introducing guests to an assortment of locally sourced goods, native brands and hosting emerging artisans on ship and on shore."

Leading up to the program's 2023 launch, Starboard Luxury will work jointly with Virtuoso's destination management company partners to discover native artisans and create branded retail activations that will take place onboard and on land.

These exclusive offerings will be available to Virtuoso's preferred

cruise partners that are also part of Starboard Luxury's portfolio.

"Our alliance with Starboard Luxury is one of our many solutions to the increased travel demand for more experiential, meaningful and genuine interactions with locals while cruising the world," says Matthew D. Upchurch, Chairman and CEO of Virtuoso. "This desire for more meaningful experiences transforms the way they experience and enjoy our luxury cruise line partners. We're excited about the great potential this collaboration brings to our network of preferred partners and operators."

Starboard Luxury and Virtuoso's collection of exclusive destination retail experiences is slated to launch in early 2023.

Harding Retail adds five additional Carnival Cruise ships to portfolio to become CCL's biggest retail partner

Harding has announced that it is Carnival Cruise Line's single biggest retail partner, as the company adds five additional Carnival ships to its retail portfolio. With the new addition, Harding will be handling 13 Carnival ships, amounting to more than half of the Carnival fleet.

Key to the partnership – and to a new commercial model – was the significant data and insight program that Harding has developed over the past five years, says the company. This data has allowed the retailer to pinpoint the correct customer proposition, level of innovation and commercial model for Carnival's specific needs.

"Throughout our partnership, the Harding team has demonstrated a depth and breadth of expertise in

cruise retail and a collaborative, inclusive approach that is key for long term success," said Jeremy Schiller, vice president of retail operations for Carnival Cruise Line. "We are excited to continue building on our partnership and providing our guests with retail collections they'll love."



CCL's Jeremy Schiller

"I could not be more delighted to be continuing our long-standing partnership with Carnival Cruise Line," said James Prescott, CEO of Harding. "Our role as the number one cruise and retail experts, with a clear objective for making every cruise guest's retail experience better, will live loud and clear in this extended relationship."

Prescott added, "I have been incredibly impressed by the level of commitment, ability, drive and sheer determination of the Carnival leadership team as we have worked hand-in-hand to return to full service, and the award of the additional ships is proof of their faith in us to deliver as the industry's global leader. This is a true long-term partnership with mutually aligned objectives, and total com-

Registration opens for ASUTIL/CEFSU Border Conference in Montevideo

Latin American Duty Free Association ASUTIL and CEFSU (Camara de Empresarios de Free Shops del Uruguay), the Chamber of Uruguayan Border Duty Free Shops, have announced the opening of registration for their November meeting which will take place in Montevideo, Uruguay.

The meeting also celebrates 35 years of duty free shopping on the Uruguay- Brazil border. In 1987, the Uruguayan government approved the establishment of duty free border shops in Rivera and Chuy. Border shopping in these two towns was a huge success and the government subsequently authorized the scheme to operate in Aceguá, Artigas, Bella Unión, and Río Branco.

The meeting takes place from November 8–10. For more info or to register, go to <https://encuentrodefrontera.com/registration/>



James Prescott, Harding

mitment and engagement throughout the organizations, putting data led, customer-centric actions at the center."

Harding will assume responsibility for retail operations on the new ships in September, 2022.

Cruise lines and airports excite guests with exclusive beverages and in-house breweries

CCL expands its Carnival Brews portfolio



Following up on its recent announcement about its selection of private-label beers and onboard breweries, Carnival Cruise Line is introducing two new flavors of hard seltzers from the ThirstyFrog line to enjoy at sea, just in time for the Labor Day holiday weekend. Part of the Carnival Brews family, the vodka-based drinks are just 99 calories per 12-ounce can and Carnival's beverage team has created two flavors now served fleetwide: ThirstyFrog Piña Colada Hard Seltzer and ThirstyFrog Berry Hibiscus.

"For the last few years, hard seltzers have grown in popularity

worldwide, and certainly we've seen that surge in popularity on board our ships as well. I am proud of our team and the hard seltzers they created, which are delicious and refreshing, expanding our high-quality Carnival offerings. I know our guests will enjoy them on board and on our private islands," said Edward Allen, vice president of beverage operations.

The new hard Seltzers join such other Carnival fan-favorites that the cruise line has been brewing at sea — ParchedPig West Coast IPA, ThirstyFrog Caribbean Wheat and ParchedPig Toasted Amber Ale.

Aena wins management of 11 airports in Brazil, including #2 Congonhas-São Paulo Airport

Spanish airports group Aena has been awarded the concession of 11 airports in Brazil. The contract is for a period of 30 years, with the possibility of an additional five years.

With this contract, Aena will operate a network of 17 airports in Brazil and manage the largest concession airport network in the country. The concession contract is scheduled to be signed in February 2023.

The largest airport, Congonhas, is the second busiest in terms of passenger traffic in Brazil with 22.8 million passengers.

The price of the concession, as a result of the public auction, was R\$2.450 billion—about €468 million.

The total amount of the operation, including the sum of the commitments indicated in the concession specifications, amounts to approximately R\$4.089 billion (€780 million) and planned investments will be around R\$5 billion.

This operation is the most significant one that Aena has carried out in the international field so far, says Aena.

In 2019, the group of 11 airports recorded a total of 26.8 million passengers, 12% of the country's air traffic in that fiscal year.

The awarding of the group of 11 airports is the largest international operation in Aena's history, which, under the Northeast Brazil Airport Group, has wholly managed another six airports in the northeast of the country since 2020.

Aena also has a presence in the United Kingdom, where it manages 51% of London Luton Airport, and in Mexico, Colombia and Jamaica.



Chicago O'Hare and Unibail-Rodamco-Westfield (URW) are spotlighting local Black-owned breweries, like Turner Häus Brewery, as a way to celebrate National Black Business Month.

Black breweries on tap at Chicago O'Hare

Chicago's O'Hare International Airport took its own approach to offering innovative brews, featuring two locally produced beers as part of a tap takeover celebrating National Black Business Month.

Turner Häus Brewery had beer on tap at Tortas Frontera restaurant while Moor's Brewing took over the tap at Hub51, both located in Terminal 5. Both restaurants, operated by Areas, sold out of the featured beers.

"It was an opportunity to celebrate and highlight some of Chicago's Black businesses," said Wally Kruse, Unibail-Rodamco-Westfield (URW) Airports General Manager, ORD.

"We are continually looking for ways to bring local businesses into the airport. We recently introduced Brown Sugar Bakery products to



"Having our beer featured at O'Hare's Terminal 5 during National Black Business Month is a tremendous honor," said Jamhal Johnson, Co-Founder and CFO, Moor's Brewing Company.

the airport and it is exciting getting to support our local businesses and help the airport better reflect the diverse communities we have in Chicago."

Of the more than 8,000 craft breweries nationwide, approximately one percent are Black-owned.

Moor's Brewing Company started on Juneteenth 2021. The company offers four different varieties including a porter and an India pale ale and is sold at more than 250 locations throughout the city and suburbs.

Turner Häus Brewery is a micro-brewery located in the Bronzeville neighborhood of Chicago.

Its product was first developed as a home-brewed craft beer and has evolved to offering a variety of beers. All of its beers are named after women in the Turner family.

"It is truly a dream come true to evolve from brewing beer at home to serving passengers from around the world at O'Hare," said Blair Turner Aikens, Turner Häus Brewery Co-Founder. "We are passionate about what we do and thankful to URW Airports, Areas and Frontera for helping to spotlight Turner Häus Brewery. It is a privilege to be helping shine the light on Black-owned craft breweries."

URW Airports and Areas are continuing to partner with the breweries in hopes of continuing to feature their products.

TTB proposes 'American Single Malt Whisky' identity standard

The U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) has proposed an amendment to the regulations that define the standards of identity for distilled spirits to include "American single malt whisky" as a type of whisky that is a distinctive product of the United States.

This proposal –issued on July 29, 2022 --follows petitions and comments submitted by several distillers and the American Single Malt Whisky Commission.

Under the proposal, to be labeled "American single malt whisky," the product must be distilled entirely at one U.S. distillery, and must be mashed, distilled, aged in the United States. The product also must be sourced from a fermented mash of 100% malted barley, at a distillation proof of 160° or less, and stored in oak barrels not exceeding 700 liters. In addition, allowable coloring, flavoring, and blending materials would be permitted.

Classes and Types of Spirits

TTB regulations categorize distilled spirits according to classes and types. Currently, there are 12 different classes of distilled spirits, including whisky, rum, gin, and brandy.

"Type" refers to a subcategory within a class of spirits, such as "Cognac," a type of brandy and "Cachaça," a type of rum.

COUNTDOWN TO CANNES

FlyWithWine debuts innovative wine and spirit travel solutions

Napa, California-based FlyWithWine will participate in the TFWA World Exhibition & Conference, exhibiting its VinGardeValise® Collection at **Blue Village/E1**.

VinGardeValise is the first luggage line specifically developed to safely and securely protect wine and spirits while traveling. In addition to its signature line of wine luggage, FlyWithWine will be introducing its VinXplorer Wine and Beverage Backpack and a uniquely designed Stemware Personal Travel case.

The company will also be unveiling its VGV 2023 line comprised of models exclusively for the Duty Free channel, the new VGV Elite, with a luxury, higher-end aluminum exterior shell, and the VGV Pro.

Classification of Malt Whisky

"Whisky" or "whiskey" is a distilled spirits made from a fermented mash of any grain distilled at less than 95 percent alcohol by volume (190° proof). It has the taste, aroma, and characteristics generally attributed to whisky, and is stored in oak barrels (except that corn whisky need not be so stored), and bottled at not less than 40 percent alcohol by volume (80° proof).

Specific types of whisky include Bourbon whisky, spirit whisky, and Scotch whisky. "Malt whisky" is described as a type of whisky, and when stored in charred new oak barrels for 2 or more years it may be designated as "straight."

Current labeling regulations provide standards for identifying whisky as "malt whisky" and "whisky distilled from malt mash" but do not specify standards for "single malt whisky."

American Single Malt Whisky Petitions and Comments

The petitioning distillers – which include XO Alambic, Rémy Cointreau, and Westland Distillery – are requesting the establishment of a standard of identity to define the "American single malt whisky" category. A similar petition was originally submitted in October 2017.

Other upgrades to the existing Collection will also be introduced.

In addition to being carried by over 600 wineries and wine specialty shops across the U.S. and Europe, FlyWithWine products are offered by luxury and major retailers including Neiman Marcus, Williams Sonoma, Macy's and Dillard's.

The company recently exhibited at the Summit of the Americas to very good response, and will be soon be tested in both cruise and airport travel retail venues.

For more information, contact Ron Scharman, CEO and Co-Founder, ron@flywithwine.com or Marlene Hulten, Director, Partnerships/National Accounts, at marlene@flywithwine.com

The petitioners note that the American whisky category has been growing over the past decade and continues to expand, with recognition of American single malt whisky at an all-time high.

They argue that establishing a standard of identity would benefit consumers, as it would provide a definition for the product, establish trust in the category, clarify label declarations, and equip consumers with the necessary information to make informed decisions so they can have confidence in the products they are choosing to buy in a similar way that Scotch whisky standards provide such information to American consumer.

They also argue that establishing a standard of identity would increase tax revenue and create more jobs.

The petitioners also say that the proposed language is complementary to the long-standing regulatory definitions for whiskies such as bourbon, but is distinctive enough to add value to the new designation while not inhibiting innovation among producers of American Single Malt Whisky.

TTB invites comments on this proposed amendment to its regulations. Comments are due by Sept. 27, 2022.

PEOPLE

Michael Schriver has been named group president of **LVMH Moët Hennessy Louis Vuitton** in North Asia, effective immediately.

WWD reports that the nomination was announced on LinkedIn, with LVMH saying that Schriver would leverage his 24 years of experience in operating across Asian markets, including key leadership roles at DFS and more recently at Louis Vuitton and Tiffany & Co.

Silvia Valderrama has joined **Shiseido** as Marketing Director TR Americas. In addition to spending 9 years at L'Oréal Travel Retail Americas, her extensive career in beauty spans such luxury brands as Yves Rocher and Sisley.

Ferrero has appointed **Guillaume Voisin** to the role of Head of Sales, **Ferrero Travel Market**, effective Sept. 1. Voisin succeeds **Maurizio Cartone**, who moves to a senior position in Ferrero's Luxembourg headquarters.

Voisin has spent two years in the Middle East and Africa and six years in Asia Pacific as Ferrero Travel Market Regional Head of Sales, and in August 2020 moved to Luxembourg to take responsibility for Travel Market sales for Europe & Americas.

Guillaume Voisin will work alongside the other members of the Travel Marketing Leadership team: **Gianfranco Picchi**, Head of Trade Marketing & PR, **Roberta Masia**, Head of Premium Chocolate, **Camelia Dau**, Head of Kinder & Biscuits, **Adriano Bardelle**, Head of Nutella & Tic Tac, **Matteo Mossino**, Head of Supply Chain and **Pieter-Jan Claus**, Head of Finance. The team is managed by the Travel Market Business Unit General Manager **Sergio Salvagno**.

Emil Motta has been promoted to Area Manager Latin America & Caribbean at **Edrington**. He was most recently Market Manager Latin America.

Molton Brown to showcase sustainable, engaging vision in Cannes

Molton Brown will exhibit in Cannes with its own dedicated stand this year, located in *RF15* in the Riviera Village.

The British fragrance house will feature the brand's new 1971 store concept, and showcase its vision for a more sustainable and digitally-engaged future.

The company will also highlight its 50-year heritage as artisan creators of British fragrance.

At the heart of the display will be the Molton Brown Bottle for Life, which is a cornerstone of the brand's refill program as it seeks to lead the way in cutting waste in the beauty sector.

The company will demonstrate

its latest innovations and ideas to increase sustainability in travel retail for visitors at the show.

The Molton Brown team will also debut the latest digital and omnichannel innovations, which utilize AR technology to bring the metaverse into travel retail stores.

Sophie Sponagle, Interim Senior Global Account Manager, Travel Retail said: "We are delighted to have a stand in the Riviera Village at the TFWA World Exhibition in Cannes this year. This site will give us a chance to bring our brand to life for visitors and delegates by letting them experience not just our brand heritage, but our vision for the future.



Molton Brown's Bottle for Life program – which is a cornerstone of the brand's refill program – will be featured in Cannes.

"Despite the challenges of the recent years, we are completely dedicated to the travel retail channel and the incredible platform and showcase it provides for all of us lucky enough to operate in it," she said.

Rituals Cosmetics accelerates sustainability efforts and joins race to net-zero

Following the release of its Sustainability Report in August, Rituals Cosmetics announces that it commits to Net-Zero by significantly reducing its greenhouse gas emissions.

The company has set concrete goals in line with the Science Based Targets initiative (SBTi) and the Paris Agreement.

After becoming a Certified B Corporation™ earlier this year, this commitment marks another step in Rituals' journey to sustainable wellbeing, says the Netherlands-based company.

Next to being passionate about the wellbeing of its consumers, Rituals says that it is dedicated to looking after the wellbeing of the world and its resources.

Through its Clean, Conscious & Caring strategy, Rituals will contribute to a low carbon future by reducing the greenhouse gas emissions generated on its own operations and value chain, and by supporting nature restoration projects outside of its value chain.

Over the past years, Rituals already successfully implemented multiple efforts to reduce its carbon footprint.

With over 20% of sales coming from refillable products and corresponding refills, over 4.5 million kg CO₂-eq emissions have been avoided. The brand saved over 397,598 kg of virgin plastic by introducing recycled plastics for the majority of its PET packaging and reduced the can weight of its iconic shower foam by nearly 10%. Within 2 years, nearly 80% of product formulas in scope were transitioned to at least 90% natural origin. And all stores moved to green electricity contracts and installed energy saving appliances.

Next steps to Net-Zero

Rituals says it will further accelerate its reduction efforts by focusing on transitioning formulations to low-carbon ingredients, working closely with suppliers; expanding the assortment of refillable packaging and further grow its refill movement; further transition to recyclable and recycled packaging materials, enable low-impact logistics through local sourcing, efficient distribution and low-emission transport and reduce the impact of marketing & store materials.

Rituals Global Travel Retail Director Melvin Broekaart, said: "Sustainability remains top of mind for traveling consumers who are increasingly looking to align with brands that contribute to the wellbeing of our planet. To ensure transparency and accountability, our annual sustainability report details our goals and efforts in this hugely important area. One of these key goals is to join the Net-Zero pathway, the next step in our ongoing journey towards sustainable well-being."

Rituals is part of the B Beauty Coalition alongside other B Corp companies and has joined the EcoBeautyScore Consortium, which aims to develop an industry-wide scoring system on the environmental impact of cosmetics products.

The ambitious reduction goal set by Rituals is in line with the Net-Zero standard criteria of the Science Based Targets initiative

(SBTi), which set goals that are aligned with the level of ambition mapped out by the Paris Agreement to limit global warming to 1.5°C.

With this, Rituals joins the Business Ambition for 1.5°C and the Race to Zero campaign of the UNFCCC². Rituals' goals have been developed and are in the process of being submitted to the SBTi, after which they will be validated by the organization.

Next, Rituals also wants to support decarbonization outside its business. Currently Rituals acquires certified carbon-offset projects, balancing our scope 1 & 2 emissions.

Moreover, the brand supports initiatives that preserve and restore natural ecosystems while aiming to improve people's livelihoods.

It has committed to grow a tree for every refill sold, aiming for 5 million trees by the end of 2022. Together with environmental partners it supports planting, protecting and restoring mangroves in India and Kenya, and will be partnering with additional organizations to support its reforestation initiatives

