

Privato Duty Free and Streiffer Duty Free team up to serve tobacco, wine, champagne and spirits to private airport passengers

Marco Arilli's Privato Duty Free and Streiffer Duty Free partnered to sponsor a duty free exhibit at the Moore County executive airport in Pinehurst, North Carolina, during the US Open Golf Tournament, which took place June 13-16, 2024.

Arilli tells *TMI's* Michael Pasternak that the US Open is the beginning of a partnership between the two companies in which Streiffer Duty Free will be distributing the tobacco, wines, champagne and spirits for Privato Duty Free for its dozens of private airport locations throughout the United States.

The US Open kicked off the collaboration between the two companies. More than 2000 flights came in and out of the North Carolina airport for the US Open, transporting pro players and their families, staff, flight crews, corporate executives, and celebrities.

"There is only one airport that they can fly into for the US Open. All players, all the big names were there, including celebrities. It was 2000 planes and five to six days of all these people in one location who walked through one door and passed our Sazerac bar,

then our store, and then another bar that featured the other vendors," Arilli explains.

"The exhibit included booths and presentations featuring the brands both Privato Duty Free and Streiffer Duty Free offer in various duty free channels. These airport passengers that came through our exhibit were introduced to many of the major brands we carry. We also featured some tastings," says Streiffer Duty Free's John Millett.

"The US Open is the ultimate shop window. This is a test to show the people who fly on these private flights that in the future we will have this option for them when they fly internationally.

"We featured 18-20 of our brands at the US Open," Millett added.

Featured brands highlighted

Arilli tells *TMI* that the prestigious brands that participated in the duty free exhibit at the US Open are a great example of the offer that Privato Duty Free and Streiffer Duty Free will have available.

These brands included: Fossil Group with Michele and Zodiac watches; Swarovski; Cohiba and Partagas cigars from Otis McAllister.

Tastings were available for Glenmorangie 12 YO, Moët Rose Imperial, and Whispering Angel; Lagavulin 16 YO, Don Julio 1942, and Johnnie Walker Blue Label from Diageo; the Last Drop Bourbon, Irish whiskey and scotch, Blanton's, Weller 12 YO and Full Proof, Buffalo Trace, and Clix Vodka from Sazerac; Cairnlinn Bay Irish Whiskey; and Tito's vodka, 818 Tequila, and Disaronno.

"Dobel Tequila from Proximo with the drink 'The Paloma' was a big hit as we served more than 900 of them during the event," says Arilli.

Arilli, who has more than 30 years of duty free and travel retail experience with Starboard, DFS, and DFASS (now 3Sixty Duty Free), founded Bulldog Duty Free in 2016. Privato Duty Free is the name of the duty free stores that Bulldog operates.

Streiffer Duty Free has been operating since 1896, servicing the Gulf of Mexico and the east coast of the United States with duty free merchandise and bonded warehousing.

"My family specializes in duty free liquor,



champagne, wine, and tobacco. This new partnership with Marco started with our friendship. We are good friends," says Millett.

September rollout

Arilli says the US Open is the beginning of the strategic partnership before they start rolling out the business in September.

"We had two goals with the US Open sponsorship. The first goal was to let all the people traveling through the airport know that we are going to have duty free, and where the locations are," says Arilli.

Privato Duty Free currently has twelve warehouses throughout the United States, and 112 Fixed Base Operations (FBO) in numerous private airports spread from Florida to New York to California.

The first location was at Fort Lauderdale Executive Airport.

"The owners really liked my idea and they let me test pilot the concept there. We have a display in the warehouse there. But it's not like a commercial airport where you see the whole assortment. For example, I carry 140 styles of Ray-Ban sunglasses, but I only have five of the best styles on display. But the customer looks at the inventory on the iPad or downloads the app and can see all the styles that are available," says Arilli.

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Marco Arilli of Privato Duty Free with Tristan and John Millett from Streiffer Duty Free at the Moore County executive airport during the US Open.

Privato Duty Free and Streiffer Duty Free team up to serve private airport passengers

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"The second goal of the US Open exhibit is to get more downloads for the app," he says.

Privato app expands DF offer

The app plays a crucial role in Privato Duty Free's business, he explains.

"The app works on timers. If you're at home and you're going to drive to Fort Lauderdale you can order from the app and it will be ready for you, but it needs a two hour window. From two hours to a 48 hour window the app will show you the stock just in that local warehouse," explains Arilli.

"If you order two days or more before your flight, it will show you stock from Fort Lauderdale to New York. And then if you buy something, I ship it to the location where you're asking for it to be delivered. More than 48 hours before the flight I show you everything in the U.S. If I have the product anywhere, you can buy it and then we ship it to that location," he continues.

The Privato stores will feature signs that show that liquor, wine, champagne, and tobacco are now available and powered by Streiffer Duty Free.

"In September we're going to be opening the spirits in my stores. John Millett and Streiffer Duty Free will be opening bonded warehouses off site close by to my airports. They will deliver duty free directly onto the plane on a bonded carrier with all the proper customs documentation."

The delivery of bonded liquor will first start at a select few airports, before expanding to the entire Privato network.

60 locations to start

"We'll have it in Westchester and Fort Lauderdale; we're going to pick five key warehouses that are servicing around 60 locations. We will start there and then roll it out to all the warehouses eventually," says Arilli.

The addition of duty free wines and spirits and tobacco will be crucial to enhancing the assortment that Privato offers, says Arilli.



Privato Duty Free served more than 900 tastings of "The Paloma" made with Döbel Tequila from Proximo during the US Open.

"The current best sellers are accessories, watches, jewelry. We are opening up the fragrance companies direct. LEGO is a big best seller."

Private airports flourishing

Arilli says the flying on private planes from private airports is a burgeoning business.

"And it's not all ultra-rich anymore. The fastest growing part of private jets now is the charter business. These are people who would typically fly business class or first class."

Arilli and Millett tell *TMI* that the US Open gave Privato and

Streiffer the ideal exposure to the right people who fly on private planes.

"My goal is to get into 240 more locations, which would be another 12 to 18 warehouses, bringing me to a total of about 30 warehouses," says Arilli.

"This new partnership is a great opportunity to serve as a new channel for our family. We've been selling to cargo ships, cruise ships, embassies, and diplomats for 40 years. So this will be a new channel for us and will allow us as distributors to help promote the brands that we distribute," says Millett.



Above: The Privato Duty Free airport shop at the Moore County executive airport in Pinehurst, North Carolina, during the US Open Golf Tournament earlier in June. Right: One of the two tasting bars operated by Privato Duty Free during the US Open, "powered by Streiffer Duty Free."



ETRC re-elects Nigel Keal as President as association prepares to mark 20th anniversary



ETRC Managing Board: Nina Semprecht, Gebr. Heinemann; Donatienne de Fontaines-Guillaume, VP TFWA; Nigel Keal, Chair UKTRF; Tom Byrne, Director of Retail at ARI; Pedro Castro, Public Affairs Director Avolta; Piret Mürk-Dubout, alternate representative NTRG.

Nigel Keal has once again been unanimously re-elected as President of the European Travel Retail Confederation to lead the association for another one-year term.

Commenting on his re-election, Keal said: "I am really excited to steer ETRC for the year ahead which coincides not only with our 20th anniversary but also the start of a new political cycle in Europe. I hope it will enable us to move some key topics on our agenda, including Arrivals Duty Free in the EU and UK. I thank the members of ETRC for their trust as

well as my colleagues on the Managing and Supervisory Boards for their time and dedication to ETRC in addition to busy daily jobs."

In addition to Keal as President, the Managing Board of ETRC is currently composed of Tom Byrne, Vice-President Aviation Affairs; Pedro Castro, Vice-President External Affairs; Donatienne de Fontaines-Guillaume, Vice-President Brands; Piret Mürk-Dubout, Vice-President Maritime Affairs and Nina Semprecht, Vice-President Communications and Public Affairs.

Frédéric Porchet succeeds Dryburgh as GM Nestlé International Travel Retail

Nestlé International Travel Retail (NITR) has appointed Frédéric (Fred) Porchet to succeed Stewart Dryburgh as General Manager, effective September 1, 2024.

Dryburgh announced that he would be taking early retirement from Nestlé International Travel Retail at the end of June 2024. A popular and respected executive, Dryburgh stepped down after a working career of 38 years, with 26 years at Nestlé and 12 running Nestlé's travel retail business unit.

Porchet joined Nestlé Switzerland in 2004 and has held various senior marketing and business development roles across the confectionery and wider food categories since then.

He also spent several years in NITR, holding senior marketing and commercial positions from 2009 to 2014. His knowledge of the travel retail industry, coupled with his strong leadership skills, make him the ideal candidate to lead NITR into the future.

"I'm absolutely delighted to be returning to the Travel Retail industry, reconnecting with colleagues and partners – as well



Frédéric (Fred) Porchet

as making new connections. It's an industry that I have always been passionate about given its unique nature, exclusive products and ability to showcase brands to a truly international community.

"I am confident that we are in the right place to continue building on the ambition of Food #1 most purchased category in Global Travel Retail.

"I very much look forward to reconnecting with our business partners at TFWA World Exhibition in Cannes at the end of September. The NITR unit has a very bright future and I'm excited to be part of it."

Hillary Rodham Clinton to headline 40th anniversary TFWA World Conference

TFWA has announced that Hillary Rodham Clinton will headline the 40th anniversary TFWA World Conference.

Former U.S. Secretary of State Hillary Clinton will take to the stage for a keynote conversation at this year's TFWA World Conference which will take place at the Palais des Festivals in Cannes on the morning of Monday, September 30.

Secretary Clinton has spent over five decades in public service as an advocate, attorney, First Lady, U.S. Senator, U.S. Secretary of State, and presidential candidate. She will explore the ever-evolving global political landscape and the trends that are impacting the geopolitical environment in which the duty free and travel retail industry operates.

The conference will begin with an opening address from TFWA President Erik Juul-Mortensen. Broadcaster, journalist and presenter of BBC World's HARD Talk, Stephen Sackur will return as the moderator of the conference.

"TFWA has always been dedicated to providing a conference program that features exceptional speakers that bring the most relevant and valuable perspectives to our delegates. This year's lineup will truly reflect that commitment, and it is an honor to welcome such a distinguished individual to the stage, in this, our 40th anniversary year. We look forward to welcoming the global duty free and travel retail industry to Cannes once again in September, and we'll be sharing more on what is going to be a very impressive speaker lineup very soon," says Erik Juul-Mortensen, TFWA President.

See the full event program at [this link](#).



Bacardi speeds up Patrón travel retail business with Formula 1-themed pop-up at MIA

Bacardi Global Travel Retail revved up its Patrón business at Miami International Airport this spring with a high-octane activation in partnership with Duty Free Americas celebrating the brand's role as official Tequila partner to the Oracle Red Bull Racing team and timed to share the excitement of the Formula 1 Miami Grand Prix.

As the Tequila partner of the Oracle Red Bull Racing Team - the Formula 1 team's first-ever official global spirits partner - Patrón has established a close relationship with the sport and this was shared in the MIA activation with branding, signage and traveler interaction.

The pop-up, which ran in MIA Terminal D throughout April and May, was centered around the Patrón tasting bar, a contemporary circular structure of pale lattice-work, in white, green and gold tones, inspired by the colors, shape and texture of the piña of the agave plant.

The bar featured a range of premium tequila experiences from across the Patrón portfolio, including Patrón Silver, Patrón Reposado, and Patrón Añejo. Travelers enjoyed samples of straight tastings or pre-batched cocktails: Patrón Silver - Classic Margarita; Patrón Reposado - Paloma; and Patrón Añejo - Highball. In addition, the brand's two most recent innovations - the prestige silver tequila Patrón El Cielo and the luxury reposado tequila Patrón El Alto - were available in the straight serve.

Uniformed ambassadors guided the tasting sessions, sharing Patrón brand stories.

The promotion included a GWP offer with a range of branded Hydroflask water bottles and tumblers and Agave mugs. Travelers were also invited to 'Test

Your Reflexes like an F1 Master' with a timed digital response game to test hand and eye coordination.

The activation's imagery and brand messaging, including the banner line 'Driven by Passion. Proudly Mexican', highlighted Mexico's iconic driver, Sergio 'Checo' Perez, who was born an 8-minute drive from the Patrón Tequila Hacienda, the brand's home.

Geoff Biggs, Regional Director, America, Bacardi Global Travel Retail said: "We are thrilled to have brought this high-octane excitement to Miami International Airport in celebrating Patrón's authentic partnership with the Oracle Red Bull team, sharing the exhilaration of Formula 1 and the category-leading taste of Patrón. From harvesting the agave to the signing of the finished bottle, all Patrón tequila is proudly still made by hand, a process that has been used since the brand's inception just as, no matter what innovations the technicians and engineers develop in Formula 1 racing, the heart of the sport remains in the hands of the driver.

"As the world's number one super-premium tequila, including a 47% share of global travel market share, Patrón has defined and ignited the Super Premium Tequila category and remains a significant contributor in the premiumization of spirits in Global Travel Retail. With its global positioning and our commitment to such innovative and engaging large-scale activations, Patrón is the brand that can energize the whole category. Within the Americas, passenger traffic levels led the global recovery and have already soared well beyond pre-crisis levels of 2019, particularly in the U.S. market. Consumers are keen to travel and are eagerly exploring our brands."



Patrón's "high-octane" activation at Miami International Airport at the Rotunda in Terminal D in partnership with Duty Free Americas celebrating the brand's role as official Tequila partner to the Oracle Red Bull Racing team during the Formula 1 Miami Grand Prix.



Travelers were invited to 'Test Your Reflexes like an F1 Master' with a timed digital response game to test hand and eye coordination.

DIOR

AT THE POINT OF SALE

TRAVEL MARKETS INSIDER

Dior and Aer Rianta treat travelers at Montreal-Trudeau to summery “bohemian-chic” activation

This June, the House of Dior and Aer Rianta Montreal invited travelers at Montréal–Trudeau Airport International Terminal to enjoy a sunny getaway decorated with the colors of the “Diorivera.”

The picturesque animation dressed the Dior Aer Rianta Montreal podium in a “bohemian-chic” style, featuring the bright yellow of the sun, the soothing green of nature, and the flamboyant red of the summer sky at dusk. This tri-colored palette invites passengers on a breezy summer escape.

Customers were able to explore a Dior Summer lifestyle through a selection of fragrances, makeup, and skincare products.

The rose notes of Miss Dior Blooming Bouquet and the jasmine of J’adore Parfum d’eau added a refreshing touch. Inspired by wide open spaces, Sauvage Eau de Toilette “unfolds its trail like an ozone-blue sky overlooking a white-hot rocky landscape,” according to Dior.

These fragrances each conveyed an aspect of summer and took visitors on a sensorial journey into nature.

Peter Philips, Creative and Image Director for Dior Makeup, elevates the Dior summer universe with creations featuring shades inspired by the bohemian spirit and colors of the Riviera.

New this summer, travelers can discover the vibrant and pastel Lip Glow Oil limited-edition shades: Pink Lilac, a soft purple; Poppy Coral, a radiant pinkish coral; and Bronzed Glow, a warm brown.

Dior skincare highlights Dior Le Baume, the multi-use skincare product, and Dior Solar, the House’s sun protection collection.

In addition to the new products, the animation included services such as a summer wellness consultation, skincare routine, hand massages and a glow summer makeup look inspired by Dioriviera.

Visitors were also able to collect exclusive summer postcards during their experience.

Dior created a playful interlude with this summer collection, imbued with the bright, colorful atmosphere of the Dioriviera.



The House of Dior and Aer Rianta Montreal’s “bohemian-chic” style activation at the Montréal–Trudeau Airport International Terminal evoked a sunny getaway decorated with the colors of the “Diorivera.”

