

AT THE POINT OF SALE

Motta welcomes first Dior Beauty boutique in Central America at Tocumen Terminal 2

Dior Travel Retail Americas has opened the first Dior Beauty boutique in Central America at Tocumen International Airport Terminal 2, in Panama.

The boutique was opened in partnership with Motta Internacional, and is hosted in Motta's new Attenza Duty Free store.

The "ultra-luxurious boutique" offers the full range of Dior Beauty products, as well as multiple customer services such as a virtual try-on tool and the latest generation engraving machine to turn each purchase into a unique gift.

For the first time in a North or Central American airport – as well

as in the country of Panama -- the Dior Beauty boutique will carry La Collection Privee, an exclusive collection of private fragrances, soaps, body creams and luxurious candles.

The boutique also carries an exclusive selection of the Mitzahs Scarves from the Dior Couture collection alongside the emblematic fragrances of the House of Dior such as Miss Dior, J'Adore and Sauvage.

Travelers will also be offered a dedicated make up consultation, during which they will be able to discover Dior's premium skincare products, such as Capture Totale and Prestige.

Catherine Sauvage, LVMH Beauty Vice President for Travel Retail Americas, declared during the Grand Opening Ceremony that this boutique showcases "the best offers and services that the House of Dior Beauty can propose."

"Tocumen Terminal 2 [is] a perfect location in the Americas to welcome such a luxurious store, being a key airport with millions of passengers coming from all over the world to enter the region and offering a wonderful travelers' experience in their brand new terminal," added Sauvage.

Airlines cut losses in 2022; should return to profit in 2023

The International Air Transport Association (IATA) expects a return to profitability for the global airline industry in 2023 as airlines continue to cut losses stemming from the effects of the COVID-19 pandemic to their business in 2022.

In 2023, airlines are expected to post a small net profit of \$4.7 bn — a 0.6% net profit margin. It is the first profit since 2019 when industry net profits were \$26.4 billion (3.1% net profit margin).

In 2022, airline net losses are expected to be \$6.9 billion (an improvement on the \$9.7 billion loss for 2022 in IATA's June outlook). This is significantly better than losses of \$42.0 billion and \$137.7 billion that were realized in 2021 and 2020 respectively.



From left to right : Erasmo Orillac CEO Motta Internacional, Philippe Farnier President and CEO Travel Retail LVMH Beauty, Catherine Sauvage Vice President Travel Retail Americas LVMH Beauty, Carlos Alberto Motta Board Member Motta Internacional, Raffoul Arab General Manager Tocumen International Airport, Nicolás Vargas Commercial Vice President Tocumen International Airport


IN THE SPOTLIGHT
Innovation and quality spur Illva Saronno brands to awards and top-trending levels

Italian drinks leader Illva Saronno SpA has enjoyed exciting growth and wide-spread global recognition over the past few years.

Through a strong focus on innovations, the producer of the iconic Italian liqueur Disaronno has achieved impressive results using a two-pronged approach: first, by consolidating its core strongholds like Disaronno Originale and Tia Maria by reinforcing their communication to consumers and introducing innovative line extensions; and second, by working on expanding its horizon through recruiting consumers in new categories and new markets.

According to Alvaro Escribano, Illva's Regional Director WE & LATAM – GTR Wines & Spirits, Disaronno's communications efforts have led the brand to become "a global symbol for Italian sophistication."

He explains: "[Disaronno's] new line of communication, as global ambassador of 'The Endless Dolce Vita,' and the wide adoption of Disaronno Velvet Cream Liqueur, a creamy and smooth liqueur with the unmistakeable taste of Disaronno, allowed the brand to enter for the first time in the

Bestselling and Top Trending liqueur brands in the World (*Drinks International*).

Escribano tells *TMI* that Illva is recruiting consumers in new categories and new markets by creating disruptive concepts able to engage consumers and through its high quality standards.

The Busker whiskey pairs authenticity and modernity

Among the most noteworthy developments, Illva Disaronno has launched a contemporary Irish Whiskey called The Busker. The recipient of a number of top awards, The Busker is produced in one of the biggest and most technologically advanced distilleries in Ireland.

"The Busker is a bold approach to Whiskey," says Escribano. "The idea behind The Busker is to offer authenticity paired with modernity in a Top Quality full range of Irish Whiskeys. The Busker range includes Single Grain, Single Pot Still, Single Malt and the Blend.

"The focus of the company in creating top quality products and a Gold Medal design (*World Whisky Awards*), make The Busker stand out among its competition," he noted.



WEBB Banks represents Illva Saronno in all of the Caribbean, Central America and travel retail as well as cruise lines. 2022 has resulted in a record performance for Amaretto and Tia Maria in all of WB's core channels. The company introduced Disaronno Velvet in late 2021 and the brand is gaining distribution throughout both the domestic and TR channels. WB will be launching Busker Irish whiskey throughout the Caribbean and Central America in early 2023.

ENGINE Gin wins with taste and design


Illva also recently entered a joint venture to develop worldwide ENGINE Gin, a disruptive Italian Organic Gin that combines the excellence of a well-rounded liquor and a stunning design. Instead of a classic glass bottle, the gin comes in a striking tin can evoking a container for engine oil.

ENGINE is a craft Organic Gin, produced in small batches with vacuum distillation and low temperature, using 100% Italian botanicals from organic farming, like Juniper berries from Tuscany, Lemons of Amalfi Coast or Sage from Portofino, paired with water from The Alps.

"Its careful elaboration and the quality of its natural ingredients, allow Engine a prominent position within the category, well ahead of its competitors in quality and design," says Escribano.

"The product experience doesn't end with the eye-catching and disruptive design of its can. [The taste] maintains an excellent match to the olfactory savour with a

slightly bitter finish of the sage leaves.

"This creates ideal balance with the finishing notes of liquorice roots, allowing a high concentration of totally natural aromas and perfumes," he adds.

Tia Maria extensions

In another successful innovation, Illva Saronno relaunched Tia Maria Cold Brew Coffee Liqueur and its line extension Tia Maria Matcha.

The company also launched a new product, RumP@blic, a rum created by bartenders for bartenders.

"These developments have resulted in Illva Saronno SpA obtaining prestigious awards like Wine Enthusiast's Wine Star Awards as Spirit Brand/Distiller of the Year 2021," noted Escribano.

Italian Wine leader

In addition to its leading spirits brands, Illva Saronno SpA is also a global leader in the wine industry. Their Duca di Salaparuta Group owns three historic wine brands that represent Sicily and Italy worldwide: Corvo and Duca di Salaparuta, founded in 1824, and Florio launched in 1833, one of the most visited wineries in Italy.

Gathered into one group, the three wine brands together today constitute the largest private wine group in Sicily.

The Illva Saronno brands are represented in the Caribbean and select Americas markets by WEBB Banks.





Pernod Ricard
Global Travel Retail

NEW DUTY FREE LAUNCHES

TRAVEL MARKETS
INSIDER

Chivas Regal launches GTR Exclusive Wine Cask Series

Chivas Regal has launched a new limited edition blend of Chivas Regal 18 Year Old, available exclusively in global travel retail. The ultra-premium Margaux Cask Finish Edition is the first in the Chivas 18 Wine Cask Series, which have been blended and finished in carefully selected high end casks.

The series is designed to magnify the key flavor notes of the original Chivas 18. The finishing from the Grand Cru Margaux Wine Cask magnifies the notes of red fruits and subtle sweetness of Chivas 18 Whisky, says the company.

The blend has a deep amber hue and is bottled at a special strength of 48% ABV to further concentrate the flavor notes.

Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail said of the launch: “We’re seeing a strong trend for premiumization within the channel, and this new series fits perfectly within this segment. We hope shoppers will be as excited as we are about these limited editions,



which blend Chivas’ iconic craft appeal with something a little bit different and special. The sophisticated bottle design adds to the luxury feel, making it perfect for travelers looking for a unique gift to share with family and loved ones, or simply treat themselves.”

The limited edition is available now in Global Travel Retail, priced at US\$137.

The next iterations of the Wine Cask series will also only be exclusively available in Global Travel Retail.

The Macallan releases global campaign film celebrating Janet Harbinson

The Macallan has released a short biopic about the real-life story of former managing director, Janet Harbinson, who in 1926 crafted the most valuable bottle of wine or spirit ever sold at auction, The Macallan Fine & Rare 1926.

The 8-minute campaign film, ‘The Spirit of 1926’ will be screened in selected cinemas globally and will be available on The Macallan’s website and YouTube. Set in Speyside, Scotland, primarily at The Macallan’s 485-acre Estate, the film celebrates Harbinson’s “quiet heroism and her profound legacy and encapsulates the brand’s values in her character,” says the company.

Janet Harbinson, known as ‘Nettie’ is a key figure in The Macallan’s history. In 1918, just months before the end of the First World War, her husband Alex-

ander, who had been running the distillery, sadly passed.

Nettie assumed control of the distillery, kept the business afloat and helped to rebuild the local area.

Without setting out to do so, she also crafted The Macallan Fine & Rare 1926, which achieved legendary status after it fetched £1.5m at Sotheby’s in 2019. Several years on, it continues to be the world’s most valuable bottle of wine or spirit ever sold at auction.

To create the short film, which stars British-American actress Emily Mortimer in the role of Nettie, The Macallan collaborated with such leading creative talents including director Mike Newell, whose credits include Four Weddings and a Funeral, Donnie

Ardbeg launches first TR exclusive

Ardbeg has launched Ardbeg Smoketrails, its first ever series of whiskies exclusive to travel retail.

The Islay Distillery’s first release in the new series, *Ardbeg Smoketrails Manzanilla Edition*, marries malt matured in classic Ardbeg American oak casks with Manzanilla sherry casks from Sanlúcar de Barrameda on Spain’s Atlantic coast. The result is a salty,



maritime character combined with a powerful blast of classic Ardbeg smoke, says the company.

As a Travel Retail exclusive, Ardbeg Smoketrails will only be available in selected airports around the globe and at the Ardbeg Distillery.

Moët Hennessy partnered with Dufry and Heathrow Airport to unveil Ardbeg Smoketrails Manzanilla Edition in a disruptive pop-up located in Terminal 5, which ran from October 5 to November 3.

“Ardbeg Smoketrails Manzanilla Edition is the 1st release of a new collection of whiskies exclusive to travel retail, each with a unique cask origin reflecting the travel universe. Limited batches will excite whisky lovers who will most likely buy a bottle to taste and one to collect!” says Laurent Boidevezi, President Moët Hennessy Asia Pacific, Travel Retail & Private Sales.

Left: Actress Emily Mortimer as Janet Harbinson, who created the most expensive bottle of The Macallan on record (below).



Brasco, Mona Lisa Smile, and Harry Potter and the Goblet of Fire.

The script was written by award-winning screenwriter Allan Scott, whose Hollywood hits include Priscilla Queen of the Desert, Don’t Look Now, Castaway and the recent Netflix series, The Queen’s Gambit. Allan Scott is the pen name of Allan Shiach – a former chairman of The Macallan and great nephew of Nettie Harbinson. As chairman Allan Shiach took the decision to bottle The Macallan Fine & Rare 1926 after 60 years of maturation in 1986.

The Spirit of 1926 will be screened in select cinemas around the world and is available to view at www.themacallan.com from 05 December 2022.



Lindt paves way for chocolate growth with new name, new vision, new formats

Lindt & Sprüngli Global Duty Free has become Lindt & Sprüngli Global Travel Retail. The new name reflects the evolution of its business over the years since forming a dedicated business for the channel, said the company.

Under this new name, Lindt & Sprüngli Global Travel Retail is set to implement a new category vision aimed at driving growth in the luxury chocolate category. During the TFWA World Conference & Exhibition in October, select retail partners were given a sneak preview of the vision, which will be formally released within the next year.

Since confectionery is one of the most accessible and impulse driven categories in TR, it is crucial to understand triggers, behaviors and occasions to identify the needs and drivers which lead to purchasing decisions. Lindt GTR has conducted extensive research, that is says defines the needs of confectionery shoppers. These needs are based on a globally applicable framework consisting of **5 Demand Pillars** for chocolate -- **Treat, Indulge, Recharge, Connect, Delight**.

Lindt GTR says that it looks forward to sharing details on how this vision will open up a rich world of opportunities for category growth in the coming months.



Lindt revealed part of its new vision at Tax Free World Exhibition in Cannes.

Underpinning Lindt's category vision is its portfolio of iconic luxury chocolate brands, which will be strengthened for 2023 and beyond with a number of new formats across its core lines.



The LINDOR range will be strengthened with the launch of a new premium travel retail exclusive LINDOR Gift Box 287g which addresses the year-round gifting opportunity.

Lindt Napolitains will be expanded with a TR-exclusive format for snacking and sharing in the Lindt Napolitains Assorted Bag 85g

The Napolitains Carrier Box 500g is enveloped with Destination Sleeves, including destinations like New York and Dubai, which cater to the increased demand for souvenirs for duty free shoppers.

Lindt's Gold & Silver 300g Tablets Messages Sleeves will offer gifts that are wrapped in sleeves that feature messages such

as 'Thank You', 'I Love You' and 'Thought of You'.



A new generation of the Swiss Masterpieces features 10 new pralines with contemporary ingredients and a focus on quality and variety of flavors. Packaged in a new and modern design with a metallic effect and gold tone finished off with a real bow, the Swiss Masterpieces come in 143g, 193g and 386g (right).



Swarovski and EssilorLuxottica announce a ten-year licensing agreement

Swarovski and EssilorLuxottica have signed an exclusive license agreement for the design, manufacture and worldwide distribution of Swarovski Eyewear.

The agreement will be effective until December 31, 2028, with the option of an additional five years. The first collection under the agreement will be available on the market from September 2023.

The companies say that the agreement combines Swarovski's creativity and savoir-faire with the knowledge, innovation, and expertise of EssilorLuxottica.

The partnership builds on Swarovski's luxury credentials alongside its commitment to eyewear as a key fashion accessory.

Swarovski Eyewear, which features designs inspired by the brand's jewelry families, brings an additional facet to Swarovski's customer offering, and complements its extraordinary jewelry, home décor and accessories collections.

The first collection will be developed under the leadership of Swarovski Creative Director Giovanna Engelbert and launched in time for the FW23 season.

"With the industry transitioning from recovery mode into an exciting period of opportunity and growth, we have been delighted to share with our partners news of investment, innovation and insight across our portfolio and wider travel retail business. As shopper behavior continues to evolve rapidly in travel retail it is vital that we work with our partners to respond to these dynamics. Our new category vision lays out a clear roadmap for the chocolate category and offers valuable insights into the opportunities for growth, while the latest novelties in our portfolio ensure we have an offer that directly addresses these opportunities."

Peter Zehnder, Head of Lindt Global Travel Retail

Travel Retail Made Right: Mondelēz World Travel Retail Helps to Support Cocoa Communities with Ghana Mobility Initiative

Mondelēz World Travel Retail (WTR) has rolled out the next phase of its **Travel Retail Made Right** sustainability roadmap with a dedicated initiative to help give back to cocoa communities.

A collaboration between the Mondelēz World Travel Retail team, the Cocoa Life Program, and Child Rights International, this project provides tricycles to local Ghanaian cocoa communities to enhance mobility for children and small businesses.

The tricycles aim to enable children to have a means of transport to and from school, improve their punctuality, reduce contact hours lost in school, as well as to help stimulate excitement for students to enroll or even re-enroll.

The tricycles are also aimed at helping farmers and traders distribute goods. Young people in the respective communities are also being trained to operate the tricycles, to help build competencies of young adults to be employed in the tricycle operation.

Paris airport activation

Mondelēz WTR is highlighting the initiative to traveling consumers through an airport-wide Toblerone activation with Lagardère Travel Retail at Paris Charles de Gaulle Airport.

The activation includes a life-size tricycle that travelers can ride to better understand the mechanisms of the project.

Activation-exclusive shopper bags are available for travelers to purchase, with proceeds going to the tricycle project, which enables shoppers to make a positive contribution.

This activation and the Travel Retail Made Right project reflects the principles of Mondelēz WTR's evolved category vision which was presented at the TFWA World Exhibition & Conferences in touching on the pillars of elevating category awareness through more experiential touchpoints and delivering unique experiences.

Cocoa Life is Mondelēz International's signature cocoa sustainable sourcing program aimed at helping to transform the livelihoods of cocoa farmers and their communities through efforts to help make cocoa farming more sustainable, empower women, educate those in the community, protect and restore forests and inspire lasting, positive change.

Child Rights International is a non-profit organization committed to ensuring that children's voices and contributions are recognized and valued in society, and reaffirming children's faith in a better and brighter future.

For more information, visit www.mwtr.com/project-ghana.



Above: Mondelēz' Travel Retail Made Right Toblerone Ghana tricycle activation at Paris Charles de Gaulle Airport with Lagardère features a full size trike that shoppers can pedal to raise funds. The purchase of promotional bags (left) also raises money for the project.

Cosmoprof North America comes to Miami in 2024

The organizers of Cosmoprof North America are bringing the beauty show to Miami in 2024. This event will be in addition to the flagship Las Vegas event.

The news follows the announcement in November that Informa Markets, BolognaFiere Group and PBA – Professional Beauty Association have formed a joint venture to deliver the largest and most impressive series of beauty events in the U.S. beauty market.

Beginning in January 2023, the three beauty industry leaders will combine their knowledge and net-

work to create a best-in-class event leveraging the power of Cosmoprof North America and Premiere Beauty.

Premiere Beauty Orlando, the largest beauty show in the U.S., announced the launch of two new shows in the emerging Anaheim and San Antonio markets earlier this year.

Premiere Beauty is a leading voice in the U.S. beauty industry, with its recent 2022 Orlando event showing 47% growth YOY.

This JV will unite Premiere Beauty's Orlando, Columbus, San Antonio, and Anaheim shows with

Cosmoprof North America in Las Vegas, and the new Cosmoprof North America in Miami in 2024.

PBA's ISSE show in Long Beach will evolve to be part of the Premiere Anaheim brand as part of this new partnership, which will be the first show the joint venture partners launch in 2023.

Premiere Anaheim, set to take place April 2-3, is expected to draw a large crowd of diverse beauty representatives from different facets of the community.

The show will also host the PBA's North American Hairstyling Awards.

According to the organizers, the beauty community can expect dramatically expanded marketing and sponsorship opportunities, the ability to easily participate in multiple shows through multi-show contracts opportunities, better support through the expanded call center, additional educational opportunities, and access to global markets.

This partnership is a landmark one for the U.S. beauty industry, increased sales 16% in 2021 and is which expected to exceed \$716 billion by 2025.

ELC bolsters the Travel Retail Leadership Team



The Estée Lauder Companies has announced three new changes to its global travel retail organization.

Alice Marvillet has been promoted to senior vice president / general manager, Estée Lauder, Travel Retail Worldwide (TRWW), effective December 1, 2022.

Irene Giatra has been appointed vice president, global client management, Travel Retail Worldwide, also effective Dec. 1. 2022.

In addition, **Mark Khoo** has been appointed senior vice president, Store Design & Visual Merchandising (SDVM), Travel Retail Worldwide (TRWW), as of January 1, 2023.

Marvillet will report directly to **Israel Assa**, Global President, Travel Retail with a matrix reporting line to **Jean-Yves Minet**, senior vice president / general manager, Estée Lauder, International.

She will remain on the Travel Retail Leadership Team and be responsible for managing the Estée Lauder brand experience in TRWW.

Marvillet has served as vp/gm, Clinique, TRWW, since July 2020, and led the brand's acceleration in APAC to further deliver top line growth. Prior to this, she served as vp/gm Clinique, LATAM, where she propelled the brand to a leadership position in moisturizers across all LATAM markets.

Marvillet joined the company in 2001 as Darphin Country Manager for Mexico and has since held a variety of key retail and marketing roles across Clinique, Darphin, Estée Lauder, AERIN Beauty and TOM FORD BEAUTY within the Mexico affiliate.

Mark Khoo will relocate to New York City from Singapore, reporting directly to Israel Assa, and will join the Travel Retail Leadership Team.

In his new role, Mark will lead the Travel Retail (TR) SDVM team and work alongside the Project Management and Field Visual Merchandising teams on brand executions. He will also further develop TR SDVM capabilities and drive the design differentiation of the Lauder brands.

Irene Giatra will report directly to Javier Simon, President, Commercial, TRWW, and succeeds Patrick Bouchard, who was appointed Senior Vice President / General Manager, La Mer and Le Labo, TRWW back in September 2022. In this role, Giatra will be responsible for leading ELC's Global Travel Retail Key Accounts. She will drive transformational go-to-market initiatives.

Giatra will join the Travel Retail Leadership Team (TRLT).

Erik Juul-Mortensen re-elected TFWA President

TFWA's Management Committee voted to re-elect Erik Juul-Mortensen as the Association's President today, Dec. 9, 2022.

His one-year mandate will run until December 2023.

Juul-Mortensen is one of the founders of TFWA and has been a serving member of the Management Committee since the Association was founded in 1984. He was first elected to the Board in 1986, serving as Vice-President Marketing & Communications for 10 years with a further year as Vice-President Special Projects. He has served as President of TFWA for a total of 21 years over two terms.

"I'm hugely honored to have been re-elected in the role of President of TFWA for another year. I would like to thank the members of the Committee for their continued trust and support. Our mission remains unchanged, and that is to serve the duty free and travel retail industry to the best of our ability as we move toward a new era of prosperity, building on the success of the Association and its events."

Erik Juul-Mortensen, TFWA President



Marshall Farrer, Brown-Forman President of Europe, expands leadership role



Marshall Farrer

Marshall Farrer, President, Europe, at Brown-Forman, will expand his leadership responsibilities and be named Executive Vice President, Chief Strategic Growth Officer, effective January 1, 2023.

In addition to stewarding Brown-Forman's European business, Farrer, in his new role, will work closely with Lawson Whiting, President and CEO, and the entire Brown-Forman Executive Leadership Team, on developing key partnerships and new growth opportunities to achieve the company's short-term objectives and long-term ambitions.

Farrer is a familiar industry figure in the Americas. In 2006, he was appointed as director of Latin America and he Caribbean, and in 2015 was named senior vice president, managing director of global travel retail, adding more responsibilities after that.

Farrer has served on the Executive Leadership Team since 2020. In his role as President, Europe, he leads Brown-Forman's operations in the owned distribution markets of the United Kingdom, Germany, France, Poland, Spain, Czechia, Belgium, and Luxembourg as well as the remaining developed markets in Europe utilizing partners for distribution. He is also a member of the Brown-Forman Board of Directors, joining in 2016, and a fifth-generation Brown family shareholder.

Farrer is based in Amsterdam, Netherlands.