

Update: Industry rushes to aid Bahamas relief efforts

It is now two weeks since Hurricane Dorian devastated the northern Bahamas, on Sept. 1. The official death toll stands at 50, although officials expect this to rise substantially since 1,300 people are still listed as missing.

Preliminary reports estimated Dorian caused some \$7 billion in damage, although it is likely too early to tell. Reportedly around 15,000 people are still in need of shelter or food, reports NPR, citing the Caribbean Disaster Emergency Management Agency.

Although the Bahamian government is doing its best to coordinate relief and rescue efforts, anecdotal reports credit private groups with rushing in and providing the most immediate and effective assistance.

As reported earlier, Miami-based wines and spirits distributor WEBB Banks has partnered with charity group Third Wave Volunteers, and a combined WEBB Banks and Third Wave team has been on the ground on Grand Bahama since Sept. 5.

An article in the Sept. 12 issue of *Catholic News* reported that a group of Third Wave Volunteers conducted a door-to-door, rapid-needs assessment, offered medical care, psychosocial support and coordinated the distribution of 80,000 pounds of supplies towards the Hurricane Dorian Bahamas relief.

Working in partnership with WEBB Banks, Third Wave's team of 11 volunteers (with more waiting to rotate in) was split with volunteers taking helicopters with supplies and others transporting supplies on two boats.

The Third Wave Volunteers team has also distributed "thousands" of solar lights to Bahamians and Haitians residing in Marsh Harbour—a town in Abaco Island, Bahamas, said the CN article.

WEBB Banks sent out an update of its actions earlier this week to suppliers and donors. Last Sunday, WEBB Banks' Drea Consuegra, wrote:

"Got to deliver tons of aid to parts of Freeport that weren't the worst hit (though still in awful shape), and hadn't been helped by anyone. We were the first people they had seen come through since the hurricane. Did so with supplies from Puerto Rico, a group called Unique Solutions, and with the help of a local partner, Bridge of Hope, using the Coca Cola van."

Third Wave also delivered MREs (Meals Ready to Eat) to people on remote islands.

Monday, Drea wrote: "We went to deliver aid... going around to houses in the pouring rain, giving out tents, lights and other supplies. We had a team with chainsaws clearing the way as we went."

An update posted, today, Sept. 14, by Dr. Allison



Third Wave Volunteers and WEBB Banks delivering supplies in Sweeting Cay last Wednesday.

Thompson, founder of Third Wave Volunteers, reports that Third Wave Volunteers and WEBB Banks are on the ground moving fast to get quick aid to the people. Since WEBB Banks has a distribution network in place, the team was able to establish a warehouse in Freeport and are using Coca Cola trucks to deliver supplies and people. Third Wave Volunteers has set up a network throughout Freeport linked to a grassroots movement with local churches and 100's of organizations.

Third Wave is also working with the local community and a group called Coral Vita to clear debris, trees, wires and heavy areas of road, in order to allow passage of vehicles to High Rock, Pelican Point and McLean's Town, Grand Bahama.

The WEBB Banks crowdise site shows that \$86,000 has been collected within the past 12 days and this does not include the direct donations to Third Wave Volunteers or checks sent in directly says the company, adding that they are also steadily receiving fundraising events/efforts from its Caribbean distributors and friends.

If you wish to donate, please go to:

<https://www.crowdrise.com/en/campaign/hurricane-dorian-let-there-be-solar-lights>

Go to page 5 for more Hurricane updates.

PEOPLE

Swiss research agency m1nd-set has promoted **Anna Marchesini** to Head of Business Development for the agency's Travel Retail department. The appointment is part of an internal restructuring aimed at strengthening m1nd-set's expanding Travel Retail research business.

Marchesini, who has been nominated and shortlisted in the "Talent of Tomorrow" category at this year's **Frontier Awards**, joined m1nd-set at the beginning of 2018 in a project management and business development role. Over the past eighteen months she has been involved in managing several of m1nd-set's global key accounts and has been instrumental in bringing new business to the agency with several major new business wins.

Michael Ungerer has joined **MSC Group** as CEO of MSC's new luxury brand. Ungerer joins MSC with over 30 years of senior management experience in cruising and luxury hospitality. He will be based out of the Company's global headquarters in Geneva and will report to **Pierfrancesco Vago**, Executive Chairman of MSC Group's cruises business.

Earlier this year, MSC confirmed an order for four luxury cruise ships to be built by **Fincantieri** for a total value exceeding EUR 2 billion. The first of the four super-yacht vessels will be delivered by Spring 2023. The remaining three will come into service one per year through 2026.



Global TR contact: Zack Boiko, zboiko@Actium.us

Dufry signs new contract and expands in Brazil's Florianópolis International Airport

Dufry has signed a new contract to expand its presence at the Florianópolis International Airport, in Brazil, which is managed by Flughafen Zürich AG.

The new contract includes two duty free and one duty-paid shop totaling 650 sq meters of additional sales space in the new airport terminal, which will be opened in October 2019.

Dufry will open two new duty free stores for international passengers traveling through the new terminal at Florianópolis International Airport, a 280sqm store in the departure area, and a 170 sqm shop in arrivals.

Both stores are walkthrough concepts and feature a wide selection of luxury items across several categories. The assortment includes international brands most desired by Brazilian customers, including Johnnie Walker, Lindt, Carolina Herrera, Lancôme, Dior, Armani, Ray Ban, Prada, Tommy Hilfiger, and Calvin Klein, among others.

The new duty-paid store is located in the domestic departure lounge. It will feature two of Dufry's most successful retail concepts, Dufry Shopping and Hudson, combined in a single store with around 200 sqm of retail space.

The product mix will include perfumes and cosmetics, confectionery, toys, wine and spirits, fashion and accessories, as well as a selection of luxury products from several categories and brands such as Chanel, Calvin

Klein, Carolina Herrera, Dior, and Samsonite. The retail space dedicated to Hudson, Dufry's convenience concept, will offer beverages, confectionery, books, magazines and newspapers, stationary, electronics, toys and toiletries.

The new terminal will be inaugurated on Oct. 1. It is four times bigger than the existing one and will double the annual passenger capacity reaching 8 million, reports Dufry.

Gustavo Fagundes, Dufry's General Manager Brasil and Bolivia, commented: "With the new stores in Florianópolis, we are expanding our service and providing to our customers an even more complete shopping experience accompanying the traveler along his whole journey throughout the airport."

"We are also very pleased with the confidence Flughafen Zurich AG has put on us and their support to continue and extend our successful partnership, which will continue with many other opportunities and achievements in the future."

Tobias Markert, CEO of Floripa Airport, commented: "It was our wish to bring to the airport the international brands that many are asking for and Dufry is certainly able to fulfill this request. The new airport is a completely new experience. This is one of the state-of-the-art airports, not just for Brazil. It's really the world level of airports."

Imperial Brands Global Duty Free & Export finalizes new management team

Christian Münstermann has been appointed as new **General Manager Global Duty Free & Export at Imperial Brands**, replacing **Jorge Arias**, who is taking on the role of Cluster General Manager – Central Europe & Ukraine. **Giannos Zompolas**, previously Finance Manager Middle East region for Imperial Brands' duty free business, will take on the role of **Head of Finance Global Duty Free & Export**, replacing **Andy Heley** who is leaving the business at the end of September.

Christian Münstermann joined Imperial in August 2012 from Reckitt Benckiser and took over responsibility as Global Duty Free Trade Marketing Director. In recent years he was one of the key drivers behind the GDF&E business/ strategy and strong performance in his role as Sales & Marketing Director.

Zompolas joined Imperial in 2012, and moved to the Duty Free team in 2014 as Finance Executive for the Europe region and then took the role of Finance Manager for Duty Free Middle East Region in 2016.

Tobias Baude, Head of Corporate & Legal Affairs Global Duty Free & Export rounds out the new management team, which will be based in Madrid.

Legallais joins Leonidas Travel Retail

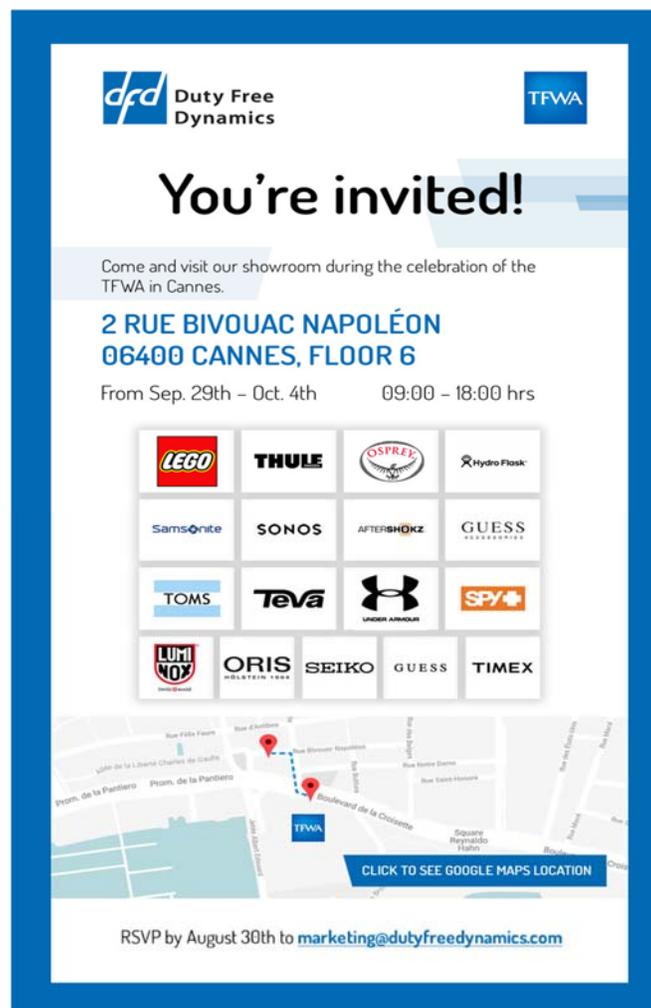
William Legallais has Leonidas Maitre Chocolatier as Travel Retail Manager for the Europe, Middle East, Africa and Americas regions.

Legallais brings 30 years' experience in the travel retail channel, primarily in premium confectionery, to his new position. Most recently, he was with Neuhaus as well as Godiva.

Nelly Sannwald, Global Travel Retail Manager, welcomed his arrival: "We are delighted to have William on board as part of the Leonidas family. With his knowledge of the channel and the confectionery category, his contribution will be valuable for the successful development of this strategic business unit."

William Legallais commented: "I am very enthusiastic about this move to Leonidas. I am excited to be given the opportunity to use my experience to build the presence of the brand in travel retail. Leonidas is a terrific brand, with great values supported by passionate people, which has definitely got a key role to play in creating moments of happiness for everybody."

He can be contacted at William.legallais@leonidas.be.



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Alfred Giraud blends cognac and whisky traditions to create luxury French Malt Whisky

The story of Alfred Giraud French Malt Whisky is one of blending. There is the traditional blending that is one of the backbones in creating this new luxury whisky and many of the most famous spirits in the world. But there is also the blending of a family entrenched in the cognac business in France for more than a century and the next generation taking that deep cognac knowledge into the world of whisky. Alfred Giraud French Malt Whisky is a blend of spirit, yet it combines much more than liquid.

The Giraud family were coopers and cellar masters working in the cognac region in France beginning in 1875 all the way until 1990. In 1910, Louis Giraud began working for a prestigious maison de cognac overseeing the aging of their eaux de vie. His son Alfred Giraud, the namesake of the new family brand, and then later his grandson, André Giraud, succeeded him as cellar masters. The fourth generation, Jean-Pierre Giraud, managed the company from 1986 to 1992.

It is the fifth generation where this story turns from France to Scotland, and ultimately to a combining of the most famous spirits from the two countries. Philippe Giraud, a name known to many as the owner of regional Americas distribution and retail company Actium, broke with the family cognac tradition and joined William Grant & Sons in 1995, beginning his love affair with scotch and ultimately with whisky.

Philippe's move to whisky did not go over too well with his cognac family at first, Philippe tells *TMI*.

"I transitioned from cognac to whisky in 1995 and in our family it was a little trauma. At the time whisky was the enemy," he says.

"I got to know whisky. Today I'm more of a whisky guy than a cognac guy."

After nine years with William Grant working in Miami in commercial roles, including in charge of the company's Latin America business, Philippe created Actium in 2004.

"We began by representing wine and spirits brands in South America and one of the brands that we took on very early was the Whyte & Mackay group, which has The Dalmore and Jura, two single malt scotch whiskies. So this made me stronger in whisky. After nine years with William Grant and fourteen years with The Dalmore, I know whisky much more than I know cognac."

The family dinner

And then almost ten years ago at a family dinner in France the Giraud's decided to blend Philippe's whisky education with the cognac knowledge the family had accumulated after more than a century producing the spirit.

"At the dinner I asked my father and great uncle 'Why don't we do something for ourselves?' And of course they wanted to do a cognac. But I said 'No. The cognac category is too busy. We should do a French whisky.' They looked at me like I was crazy.



Three generations of Giraud: (left to right) Jean-Pierre Giraud, Production Director; André Giraud, who supplies wood and sources ex-extra old cognac casks; and Philippe Giraud, founder.

"But long story short I convinced them and in 2010 we set on a mission to make the first ultra premium French whisky, but more importantly, the best French whisky. We are trying to merge traditional cognac expertise with the creativity of whisky, to do things that have never been done before."

Philippe has ambitious long-term goals for the brand, and the first step to achieving his plans was hiring a team to create the whisky.

"We hired a super premium production team to produce a great whisky, but this super premium production team was also my family. My great uncle André Giraud, who does not help with the whisky but helps with the wood, sources the casks for us," says Philippe.

"We brought in George Clot, a renowned cognac cellar master who had succeeded André Giraud as cellar master in 1990, to become our Master Blender."

Philippe's father Jean-Pierre serves as Production Director at Alfred Giraud.

While the brand is just launching now, the people behind Alfred Giraud have a long-time,

deep-seated connection to the Cognac region.

"Originally when we started almost ten years ago we had no distillery so our cellar master bought and selected the best distillates from a few French distilleries that were available at the time. We brought them to Cognac and we blended the distillates.

"For brown spirits the most important thing is the wood. For the wood we have two things that are unique and we owe them both to my great uncle, André Giraud."

André lives in the Limousin region in France, where at 95 years old he supplies wood for new casks and sources ex-extra old cognac casks for aging the Alfred Giraud French Malt Whisky.

"André Giraud goes out in the countryside in Cognac and he selects for us casks that contain very old cognac, 40-50 year old cognacs. He knows everyone, because he is 95 years old and has been working for almost 80 years. We have been buying single casks, one at a time, from small cognac distillers and casks that contain very old and high quality cognac. We use these casks to age our whisky."

Continued on next page



Alfred Giraud is launching two expressions: *Heritage* by Alfred Giraud, priced at \$155, is a blend of three non-peated French Malt distillates matured in three types of casks: mainly those recently used to age extra old cognac plus new casks made of French pedunculate oak from the Limousin forests and American white oak; *Harmonie* by Alfred Giraud, which is \$190, begins with a blend of three non-peated French malt distillates matured in three types of casks. The triple malt is then matured exclusively in ex-extra old cognac casks, then blended with a lightly peated French malt distillate before being returned to the same ex-extra old cognac casks, where it ages for years. *Heritage* will be an annual release of 23 casks with *Harmonie* releasing 7 casks each year.

Luxury positioning of The Macallan spurs Edrington's focus on wholly-owned super-premium brands

Edrington Americas Travel Retail (AMTR) has announced that it will cease distribution of third-party brands in a move to focus on growing its portfolio of wholly-owned super-premium brands. Effective September 30, Edrington AMTR will no longer distribute Tito's Handmade Vodka and Illva Saronno brands. Edrington's distribution agreement with Sazerac will end on December 31.

This move marks the last phase in a strategic realignment in the region which began with the acquisition of Edrington WEBB Travel Retail Americas, allowing the business to own its routes to market and focus on building capabilities to support its super-premium portfolio, which includes The Macallan, Highland Park, The Glenrothes and Brugal.

Juan Gentile, Managing Director Edrington Americas Travel Retail, commented: "This rationalization of our portfolio is an important step as we continue to sharpen our focus and perfect our execution in the super-premium segment.

"In the Americas region we are now fully aligned with the overall Edrington strategy in travel retail

and well positioned to drive our premiumization agenda. We would like to thank our third-party brand partners for their support and cooperation over many successful years and wish them all the best for the future."

Vision for future

Gentile tells *TMI* that Edrington's focus on its wholly-owned super-premium brands is part of the company's ambition to become the world's leading premium spirits company, as well as lead in luxury retail.

"I would say we have 'refined' our premiumization strategy by putting more emphasis on growing our super-premium portfolio of brands. We own some of the leading Scotch whisky and rum brands in the world, including The Macallan, Highland Park, The Glenrothes, Brugal rum and recent acquisitions Partida tequila and Wyoming whiskey.

"It's an incredible portfolio, and the growth opportunities within the Americas Region are hugely linked to the super-premium spirits category growth trends," says Gentile.

"We do have a global and recognized leading premium brand with The Macallan; our future goal is to continue premiumizing Macallan and to build the rest of our premium portfolio to a leadership position in their segments."

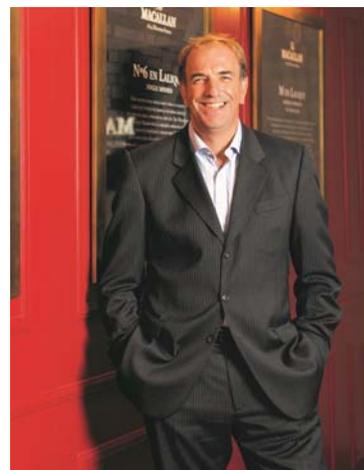
Innovation disrupts category

Edrington will launch the latest innovation for The Macallan in Cannes.

"With Macallan we also have a busy innovative agenda. Following the highly successful and category disruptive launch of Concept Number 1, we continue to invest in the brand's position as the ultimate luxury spirit with a strong pipeline of prestige and exclusive products, including Concept Number 2, which will be showcased at the TFWA Cannes show."

Gentile says The Macallan's luxury positioning is key to Edrington's long-term vision for the brand.

"Our vision for Macallan is to become the ultimate luxury spirit. This is a long term vision and we have already started this journey. The investment behind Macallan's



Juan Gentile, Managing Director Edrington Americas Travel Retail

new distillery inaugurated last year is a clear step in this direction. It is an architectural monument and a world-class destination," says Gentile.

"Another key aspect of Macallan is its scarcity, making the brand the #1 collectable Single Malt by value. This is all underpinned by a true obsession for quality in the making of the whisky and the high-ends range of products," he says.

Alfred Giraud creates luxury French Malt Whisky

Continued from page 3

The company also uses wood from André Giraud's sustainable family tree farm in Limousins.

"Limousins is one of the most famous regions for French oak. We make our own new French oak barrels, which we use a little bit in our process. We use mostly ex-cognac casks with a touch of new French oak barrels as well as a touch of new American oak barrels."

In 2016 Alfred Giraud formed a joint venture with respected cognac distiller SVE to build a distillery, Distillerie de Saint-Palais, which Philippe says was a crucial moment for the future of the brand.

"We started to distill there in 2017. This distillery secures the quality and the quantity of our whisky. The distillery that we built in 2016 is probably the most modern in France today."

For almost ten years the company has been working quietly until the Alfred Giraud French Malt Whisky was ready to go to market.

"We have been doing this blending, aging, using rare casks in cognac. But for years we did not sell anything. We kept it quiet and got ready. And then a couple of years ago I started mentioning it and showed it last year for the first time in Cannes," says Philippe.

"We came up with a bottle that has been very well received. It is produced in Italy by Bormioli, one of the best glassmakers in the world which is one of the main glassmakers for high-end perfumes. We have an unusual gift box with a layer of velvet. It is a beautiful product."

In the short term, Philippe has a specific plan for launching Alfred Giraud around the world.

"Because of our limited volume in the next few years we have a city strategy. France is the only country where we have launched nationwide, because it is a French whisky and we want it to be available in France. We launched in New York and we are looking at expanding possibly with another big distributor in one or two more cities in the U.S. In Asia we want to launch in one big city. In Europe we would be interested in expanding into London."

Philippe tells *TMI* that Alfred Giraud is the ideal product for travel retail and that he has two agreements in principle that the company will announce soon. The first listings will be in cruise and in airports.

"We will be in travel retail. It is the perfect travel retail product, it's craft, premium, unique. We have plans to come up with single casks and limited editions. I think there is potential in travel retail."

By Michael Pasternak

Essence Corp. donates to help serve meals in Bahamas after Dorian

Essence Corp. has joined in the efforts to help Bahamian residents recover in the aftermath of disastrous Hurricane Dorian in Sept. 1, donating to the World Central Kitchen, Inc.

The organization, founded by internationally known Chef Jose Andres, has set up mobile kitchens in Abaco, Grand Bahama and Nassau, to cook and prepare 20,000 meals a day and feed Bahamian residents in shelters and in damaged homes. Andres is working in collaboration with local Bahamian chefs, Tim & Rebecca Tibbitts, owners of the Flying Fish GastroBar in Freeport.

“Together, they are committed to doing whatever it takes to get food to the people who need it most, be it by boat, helicopter or

plane. Donations of all sizes are what is fueling this amazing work,” says Essence Corp.

The WCK aims to provide meals to the most vulnerable people in the developing world. Last year, WCK activated in response to 13 disasters — some of them natural, and some man-made. From serving children in the shelters on our border with Mexico to making deliveries by lamplight to those keeping watch over beaches in Indonesia. You can read more about this foundation and their impact in the Bahamas here: <https://wck.org/news>

In addition to the above, Essence Corp. is also directly helping its own 11 Beauty Advisors located in the Bahamas, who were impacted by Dorian.



Chabot Armagnac targets U.S. travel retail

Chabot Armagnac is focusing on the U.S. travel retail market as its next target in the channel.

Following the brand’s initial recent break into the U.S. travel retail market with DFS at Los Angeles International Airport, the company has reached an agreement with Dufry to list the Armagnac brand at three new U.S. airport locations for the first time: Chicago O’Hare International, Seattle-Tacoma International and Newark Liberty International airports.

The U.S. travel retail channel is seen as a very important long-term market for the global growth of Chabot, a natural progression from building on its exponential growth in Asian travel retail – the brand is now stocked in 48 of Asia’s top 50 airports.

Kathleen Gentzbourger, President of Chabot Armagnac, said: “Although we have a growing foothold in the U.S. domestic market, we are now seeking to make a bigger impact in the travel retail channel in the country, which we see as an untapped opportunity, building on our original listing with DFS in LA and now at the three new U.S. airports with Dufry.”

Chabot Armagnac won three awards at the 2019 USA Spirit Ratings in San Francisco.

The 30 Year Old Chabot was awarded a Gold rating and Best in Show by Country Category, while XO Superior received a Silver rating and the newly-released Chabot Very Special earned a Bronze rating.

“The three awards for Chabot Armagnac expressions at the world-renowned USA Spirit Ratings will significantly add to the appeal of the brand, and gives us extra confidence to pursue more listings in the Americas market. We believe there is a big market out there for niche and luxury brands like Chabot, which has a rich heritage and unique story,” says Gentzbourger.

Toronto, Dallas named best large airports in NA at ACI Airport Service Quality Awards

Airports Council International (ACI) World named its top airports for customer experience at its annual Airport Service Quality (ASQ) Awards ceremony in September.

“The ASQ Awards represent the highest possible customer experience accolade for airport operators around the world,” said ACI World Director General Angela Gittens. “In an increasingly competitive environment, these airports have recognized that delivering stellar customer experience is an important business tool.”

In the Latin America-Caribbean region, Punta Cana International Airport in the Dominican Republic and Tancredo Neves-Confins International Airport in Belo Horizonte, Brazil were honored for airports with 5-15 million passengers; Los Cabos International Airport in Mexico and Jose Joaquin Olmedo International Airport in Guayaquil, Ecuador won for 2-5 million passengers; and Ramon Villeda Morales International Airport in San Pedro Sula, Honduras and Daniel Oduber Quiros International Airport in Liberia, Costa Rica won for airports under 2 million passengers.

In North America, Toronto Pearson and Dallas Fort Worth won the award for airports with more than 40 million passengers. Detroit and Minneapolis/St. Paul were honored for airports with 25-40 million passengers. Dallas Love Field Airport was named best airport with 15-25 million passengers; Indianapolis, Jacksonville, and San Antonio airports won best airports 5-15 million passengers; El Paso and Ottawa airports took the honor for airports with 2-5 million passengers; and Canada’s Fort McMurray International Airport won for best airport under 2 million passengers.

Toronto Pearson was named Most Improved Airport in North America with Juan Santamaria International Airport in San Jose, Costa Rica winning the Most Improved Award in Latin America-Caribbean.

EMPLOYMENT OPPORTUNITIES


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ESSENCE CORP.***NEW* Brand Manager**

Essence Corp. has an immediate opening for a Brand Manager reporting to the Executive Director – of the Marketing Department.

This position will supervise a Marketing Coordinator.

The ideal candidate must have excellent communication and presentation skills and strong marketing or commercial experience, preferably within the luxury industry. This individual will be the liaison directly with the brands and will be responsible for purchases, inventory and assortment management, business reviews, A&P investments, promotional activities, marketing plans, price lists, brand communication to all teams and reporting to brands. Must have a high level of analytical skills, using Excel, PowerPoint and other MS Office applications. Fluent in English, French and Spanish both written and oral is a must.

Accounts Payable Clerk

Essence Corp has an immediate opening for an Accounts Payable Clerk.

The position mostly consists in issuing payments, controlling expenses and reconciling AP accounts. The ideal candidate should be fluent in English & Spanish with an advanced level of Excel skills and basic accounting knowledge.

Responsibilities include but are not limited to paying suppliers, recording expenses and reconciling AP accounts. Must possess strong organizational skills, self-driven, team player, and have the ability to multi-task in a very fast paced environment.

Please send resumes to

musallan@essence-corp.com

