

PANYNJ breaks ground on final project of JFK transformation

The New York metropolitan area took another step closer to completing the massive redevelopment of its airports when New York Governor Kathy Hochul and the Port Authority of New York and New Jersey broke ground on the \$4.2 billion project to develop a new Terminal 6 at John F. Kennedy International Airport on Feb. 24, 2023.

The 1.2 million square foot, state-of-the-art new terminal on the airport's north side will feature 10 new gates - including 9 wide-body gates - and will create 4,000 jobs, including 1,800 jobs in construction. This project is the final piece of the JFK Vision Plan to break ground, and it will complete the transformation of the airport into a 21st century global gateway.

The new Terminal 6 is a public-private partnership between the Port Authority of New York and New Jersey and JFK Millennium Partners -- a consortium that includes Vantage Airport Group, an industry leading investor, developer, and manager of award-winning global airport projects, including LaGuardia's Terminal B; American Triple I, a certified minority-owned investor, owner, developer, and manager of infrastructure assets, which has a 30-percent equity stake in the project; New York real estate operating company RXR; and JetBlue Airways, the project's airline sponsor.

JFK Millennium Partners is developing the new terminal in two phases, with the first new gates opening in 2026 and construction completion in 2028.

The new terminal will create an anchor for passenger travel on JFK's north side, spanning the sites of the former Terminal 6 and the existing Terminal 7.

JFK Millennium Partners is managing Terminal 7 until the 50-year-old facility is demolished to make way for the second phase of construction.



The new Terminal 6 arrivals and departures hall will feel spacious, bright, and airy thanks to floor-to-ceiling windows and high ceilings throughout the new terminal.

Public art by New York-based artists and architectural elements depicting New York landmarks will create a unique sense of place.

Passengers will enjoy more than 100,000 square feet of shopping and dining featuring locally based restaurateurs, craft beverage options and Taste of NY stores.

Touchless technology from check-in to gates and digital systems will streamline the passenger journey throughout the terminal. Advanced security systems will include automated TSA security lanes, biometric-based access control systems and a flexible design to accommodate future technology or regulatory changes.

A convenient taxi plaza as well as designated for-hire vehicle pick-up areas will be shared with Terminal 5, substantially reducing traffic congestion on the terminal road frontage and maximizing connectivity across the airport.

As part of the agreement with JFK Millennium Partners, the Port Authority will commit \$130 million in capital funding to build enabling infrastructure for the new Terminal 6, including airside improvements and utility enhance-

ments such as electrical support for the project. Enhanced airside aircraft circulation will reduce congestion and delays, while roadway improvements will optimize airport traffic flow.

JMP is committed to meeting and exceeding the Port Authority's goal of 30 percent participation by Minority- and Women-Owned Business Enterprises and creating opportunities to foster and grow local businesses through the development, said the official announcement.

The Terminal 6 project is part of the Port Authority's \$18 billion transformation of JFK and it is just one component in the overall \$30 billion commitment to creating world-class facilities at all of the region's airports.

In addition to JetBlue, Lufthansa Group will also make its home in the new Terminal 6, operating international flights out of several gates and creating a world-class lounge experience for guests traveling on its airlines, which include Lufthansa, SWISS, Austrian Airlines, and Brussels Airlines.

[Ed. Note: *TMI* understads that the new Terminal 6 will be in addition to JetBlue's current operations at Terminal 5 at JFK.]



Hawaii visitor recovery gains strength

Hawaii's Department of Business, Economic Development and Tourism (DBEDT) reports that visitor numbers in January reached 96.8% of January arrivals in 2019, the benchmark year prior to the COVID-19 pandemic, according to preliminary statistics.

A total of 791,781 visitors arrived in the Hawaiian Islands in January 2023, up 37.9% from January 2022.

Importantly, visitors are spending more-- as measured in nominal dollars, DBEDT reports visitors spent \$1.89 billion in January 2023, compared to \$1.40 billion (+35.5%) in January 2022 and \$1.62 billion (+17.2%) in January 2019.

Hawaii's visitor industry and the state's economic recovery continued to be driven primarily by increased spending among visitors from the U.S. West and U.S. East, followed by the steady recovery of key international visitor markets.

Total visitor spending from Canada in January 2023 nearly approached January 2019 levels, while total spending from the Japan market continued to improve.

There were 32,305 visitors from Japan in January 2023, compared to 2,850 visitors (+1,033.6%) in January 2022 and 120,418 visitors (-73.2%) in January 2019. Visitors from Japan spent \$58.1 million in January 2023, compared to \$11.6 million (+401.1%) in January 2022 and \$173.4 million (-66.5%) in January 2019. Daily spending by Japanese visitors in January 2023 (\$237 per person) increased compared to January 2022 (\$216 per person, +9.7%), but was slightly lower than January 2019 (\$240 per person, -1.0%).

To see full report, [click here](#).
More information on page 4.



IATA: 2022 ends on a strong note for the global air passenger industry

Positive trend remained strong throughout 2022

Over the course of 2022, global air passenger traffic gained momentum and recovered substantially as travel restrictions were taken down and passengers expressed a very strong willingness to travel, reports the International Air Transport Association (IATA)

Passenger traffic recovered from 41.7% of 2019 volumes in 2021 to 68.5% in 2022.

Total traffic in 2022 (measured in revenue passenger kilometers or RPKs) rose 64.4% compared to 2021. Globally, full year 2022 traffic was at 68.5% of pre-pandemic (2019) levels.

December 2022 total traffic rose 39.7% compared to December 2021 and reached 76.9% of the December 2019 level.

At the industry level, passenger demand was met by offered seat capacity in 2022, as available seat-kilometers (ASKs) recovered to 71.9% of 2019 levels, while maintaining industry-wide passenger load factors of 78.7%, says IATA.

Passenger load factors for 2022 were only 3.9 percentage points below the load factors achieved before the pandemic in 2019. Similar observations can also be made at the regional level.

“The industry left 2022 in far stronger shape than it entered, as most governments lifted COVID-19 travel restrictions during the year and people took advantage of the restoration of their freedom to travel. This momentum is expected to continue in the New Year, despite some governments’ over-reactions to China’s re-opening,” said IATA Director General Willie Walsh.

International passenger traffic recovered substantially in 2022

In 2022, international passenger traffic more than doubled with 152.7% YoY growth. All regions experienced strong growth propelling

led by pent-up demand for air travel and easing restrictions globally.

December 2022 international traffic climbed 80.2% over December 2021, reaching 75.1% of the level in December 2019.

Asia-Pacific airlines posted a 363.3% rise in full year international 2022 traffic compared to 2021, maintaining the **strongest year-over-year rate among the regions**. Capacity rose 129.9% and the load factor climbed 37.3 percentage points to 74.0%. December 2022 traffic rose 302.7% compared to December 2021.

European carriers’ full year traffic climbed 132.2% versus 2021. Capacity increased 84.0%, and load factor rose 16.7 percentage points to 80.6%. December demand climbed 46.5% compared to the same month in 2021.

Middle Eastern airlines saw a 157.4% traffic rise in 2022 compared to 2021. Capacity increased 73.8% and load factor climbed 24.6 percentage points to 75.8%. December demand climbed 69.8% compared to the same month in 2021.

ForwardKeys: Business travel shows resilience in 2023

ForwardKeys reports that its latest air ticketing data reflects a better year for travel retailers and airports as post-COVID consumer preferences swing in a more premium direction.

It also sees business travel on an upward trend.

Intra-regional Europe business travel made a comeback in 2022 and booking data shows APAC business travel is starting to return.

Business travel from Japan is stronger than its leisure equivalent. Europe is attracting the business crowd from Japan through Frankfurt, Paris, London and Istanbul.

Istanbul Airport is in a strong position in this market, up by 13% in Q1 of 2023. More than 90% of

North American carriers reported a 130.2% annual traffic rise in 2022 compared to 2021. Capacity increased 71.3%, and load factor climbed 20.7 percentage points to 80.8%. December 2022 traffic rose 61.3% compared to the year-ago period.

Latin American airlines posted a 119.2% traffic rise in 2022 over full year 2021. Annual capacity climbed 93.3% and load factor increased 9.7 percentage points to 82.2%, the highest among the regions. December demand climbed 37.0% compared to December 2021.

African airlines’ annual traffic rose 89.2% in 2022 versus the prior year. Full year 2022 capacity was up 51.0% and load factor climbed 14.5 percentage points to 71.7%, the lowest among regions. December 2022 traffic for African airlines rose 118.8% over the year-earlier.

Domestic traffic for 2022 rose 10.9% compared to the prior year. 2022 domestic traffic was at 79.6% of the full year 2019 level.

December 2022 domestic traffic was up 2.6% over the year earlier period and was at 79.9% of December 2019 traffic.

The U.S. domestic market demand remained strong in December and throughout the year. RPKs reached 94.1% of 2019 traffic in 2022 and the month of December fell 8.7% short of December 2019 traffic levels.

In Brazil, domestic traffic was close to pre-pandemic levels in 2022 with RPKs totaling 94.6% of 2019 levels. December 2022 RPKs were 9.3% lower than December 2019 RPKs.

India’s domestic RPKs increased substantially in 2022 with concerns of new COVID-19 outbreaks fading away. Domestic RPKs for 2022 accounted for 85.7% of 2019 levels while December 2022 stood 3.6% below traffic for the same month in 2019.

In Japan, domestic traffic quickly rebounded in 2022 and achieved 74.1% of the recovery to 2019 levels. December RPKs for the domestic market were 8.7% under those of December 2019.

Australia experienced a similar rebound, with RPKs recovering to 81.2% of 2019 levels, a substantial 42.8 ppts increase from 2021.

Insufficient data prevented IATA from reporting on developments in Russia’s domestic market.

those tickets booked are for transfers to Italy, Germany, France, and Spain, says ForwardKeys.

“What is aiding this hot trend are two things. Seat Capacity is above 74% of the 2019 levels and the lower cost of airfares when compared to flights from Japan to Germany or France,” says Olivier Ponti, ForwardKeys VP of Insights.

With travel restrictions now eased in China and Southeast Asia new opportunities have opened. According to bookings for travel in Q1, the share of single Chinese travelers traveling abroad has increased from 25% in 2019 to 40%, and the share of passengers flying in premium class has

increased from 10% to 17%.

ForwardKeys also notes that traveler behaviors have changed, and **global air connectivity** is very different, as seen with these examples of travel from the U.S. to Europe.

In Q1, U.S. travelers are flying in increasing numbers into Lisbon (+106% vs 2019), Copenhagen (+68%) and Istanbul (+62%); are staying longer and increasingly taking multi-destination holidays. The top destination pairs from the U.S. remain the UK & France, and France & Italy, but new pairs are emerging like Denmark & Sweden (+127%), Portugal & Spain (+116%) and Turkey & Greece, +32%.

Seatrade Cruise releases first Cruise Food & Beverage Trends report

Research carried out by Seatrade Cruise in 2022 indicated that the global food and beverage market is expected to be worth \$8.9 trillion by 2026, with six leading cruise lines accounting for over \$2 billion in food and beverage annually.

These findings headline the first [Cruise Food and Beverage Trends E-Report](#) published this week by Seatrade Cruise, in advance of the inaugural edition of F&B@Sea, (March 28-29, 2023), taking place alongside the Seatrade Cruise Global event in Fort Lauderdale (March 27-30, 2023).

The research data, which was collected by surveying F&B suppliers and cruise professionals responsible for food, beverage & hotel ops, reveals challenges impacting the sector as well as several key trends influencing shipboard drinking and dining.

Some of the top challenges to be solved for the multibillion-dollar cruise food and beverage industry, as denoted by survey participants, include inflation/price increases (78%), supply chain disruption (76%), as well as longer lead times for restocking/order fulfillment (44%).

Cruise vessel supply chains within the food and beverage segment are growing increasingly complex, as several in demand products prove difficult to procure and meet passenger expectations. Namely, seafood and eco-friendly packaging were identified as products in highest demand and lowest availability.

“Our detailed report findings present a unique opportunity for food and beverage suppliers to gain a glimpse into the abundant possibilities for growth within the cruise industry,” says Chiara Giorgi, Global Brand and Event Director for Seatrade Cruise. “Armed with invaluable insights and an informed perspective, industry executives will find the perfect ecosystem for collaborating and connecting with cruise line decision makers at the inaugural F&B@Sea.”

The report also outlines top food and beverage trends in three priority sectors predicted to take off in 2023/2024:

EATS | Demand for sustainable dining is a common thread

- Local gastronomy reflective of cruise itineraries – 61%
- Sustainable seafood (*aquatic food consumption has doubled since 1961*) – 35%
- Meat substitutes – 24%
- Zero-waster cooking – 22%

As indicated in the report, the above are predicted to be more important than 1) “Instagramable dining experiences and 2) cruelty-free produce

DRINKS | A thirst for more nutrition, and less libation

- Low to no alcohol beverages – 50%
- Craft-spirit fusions – 37%
- Health supplement drinks – 37%

TECH | Convenience is king

- Ordering/menu apps – 61%
- AI for predictive ordering and waste management – 43%
- Contactless ordering capabilities – 37%

The complete Cruise F&B Trends E-Report is available online at https://event.seatradecruiseevent.com/FB_Cruise_TrendsReport.

Seatrade Cruise’s first F&B@Sea event in 2023 will offer practical demos by top chefs and mixologists and other interactive content, and shed light on the

issues raised within this survey.

The two-day experience catering to the cruise food and beverage community will take place **March 28-29, 2023 at Port Everglades’ Terminal 2**, in Fort Lauderdale, FL – in tandem with [Seatrade Cruise Global](#) (March 27-30, 2023). It is the world’s first event dedicated to cruise dining and drinking.

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

More information about F&B@Sea is available at seatradecruisefnb.com.

Harding+ brings the pre-loved Culture to its cruise partners

Cruise retailer Harding+ introduced a range of pre-loved handbags, accessories and jewelry within a dedicated accessories store onboard the new P&O Cruises *Arvia* in December.

The launch was a P&O Cruises at sea first, and focuses on products and strategies that support the circular economy and sustainable buying choices, says Harding.

The range features almost 40 different styles from some of the world’s most stylish brands, such as Gucci, Louis Vuitton, Chanel and Hermes, with “pre loved” prices ranging from £250-£6,000, which are between 30% and 70% less than the original as new price.

All the pre-loved items come with a 100% authenticity guarantee, with inspections from a team of highly skilled specialist buyers at Harding+ partners.

Harding cited ThredUp, the world’s largest online resale store, which reported in their tenth annual fashion resale report in 2022 that ‘secondhand’ fashion is likely to grow by 127% by 2026, from a market currently worth

\$119bn. This growth estimate is 3x the estimate for regular fashion and apparel growth in the same time period.

Following the P&O Cruises *Arvia* launch, Harding+ will expand the range of pre-loved luxury items and roll out the concept to ten additional ships in 2023, including onboard Carnival Cruise Line and Princess Cruise ships.

“Pre-loved is a sector that’s growing fast amongst discerning consumers where ‘more for less’ is of course a smart mantra, alongside the ongoing appeal of buying new, that won’t wane for luxury fans,” said Paul Cunningham, Global Director of Buying at Harding+.

Below: Selections from the Harding+ pre-loved shop aboard P&O Arvia.



Cruise updates: ports, ships, itineraries

Port Canaveral overtakes Miami as busiest cruise port

Port Canaveral became the world's busiest cruise port for the first time with 4,072,396 multi-day passengers for the year, besting the usual No. 1 PortMiami, which saw *3,988,094 passengers. Port Everglades came in third with 1,621,216, according to numbers released in the annual Florida Ports Council report release.

*According to an update in *Seatrade Cruise News*, the PortMiami total did not include in-transit traffic, so the full number of passengers for PortMiami is 4,022,544.

Port Canaveral is having its busiest time in history home porting 13 ships this winter sailing season including four of the newest ships in the industry with Royal Caribbean's *Wonder of the Seas*, the world's largest cruise ship, Norwegian Cruise Line's newest class of ship *Norwegian Prima*, Disney's new class of ship *Disney Wonder* and Carnival's *Mardi Gras*, which became the first ship to sail out of the port after nearly a year and half without business because of the COVID-19 pandemic.

PortMiami building world's largest shore power system

PortMiami is scheduled to receive five shore power systems to be installed by the end of 2023, which will be the world's largest shore power system upon completion.

The Shore Power system, to be built by Denmark-based PowerCon, will significantly reduce cruise ship emissions from ships and air pollution.

The system will provide electricity for the Virgin, Carnival, Royal Caribbean, Norwegian, and MSC Cruise line terminals.

Hawaii's January cruise ship numbers best in nearly three years

In January 2023, 16,648 visitors came to the Hawaiian islands aboard eight out-of-state cruise ships. Another 8,962 visitors flew to the state to board the Hawaii home-ported cruise ship, *Pride of America*.

Hawaii's cruise industry restarted with limited capacity in January 2022, after having no activities since April 2020 due to the pandemic. In January 2022, 7,004 visitors came aboard seven out-of-state cruise ships. Due to social distancing protocol and requirements for isolation cabins, these ships were operating at 40 to 70% of capacity.

The *Pride of America* continued to suspend inter-island cruises during the month.

In January 2019, 12,033 visitors arrived on seven out-of-state cruise ships; and another 9,358 visitors came by air to board the *Pride of America*.

"The tourism industry had a good start in 2023 with nearly a 97% recovery in arrivals. International visitors by air in January 2023 accounted for 23% of the total visitors by air – the highest since the start of the pandemic. January 2023 was the second-best month for arrivals from Japan and Canada for 34 months. The same was true for cruise ship arrivals during the month," commented DBEDT Director Chris J. Sadayasu, adding that full recovery may take a few years.

Carnival Cruise Line adds fourth ship to Galveston, offering longer cruises

Carnival Cruise Line is expanding its offerings in Galveston, Tex., by bringing a fourth ship, *Carnival Miracle*, to the port that will offer sailings of nine-, 10-, 11- and 12 days beginning in the fall of 2024 through spring 2025. Reservations for these departures are now open for sale.

Carnival Miracle will reposition from San Francisco to Galveston on Oct. 1, 2024, and operate itineraries that visit Cabo San Lucas, Mexico; Puntarenas, Costa Rica; Cartagena, Colombia; and a Panama Canal transit.

Once in Galveston, *Carnival Miracle* will offer a series of 19 cruises beginning on Oct. 16, 2024, reports the cruise line.

HAL's Natalya Leahy named new president of Seabourn

Ultra-luxury cruise line Seabourn has appointed Natalya Leahy president. Leahy, whose seven years with Holland America Group included operational oversight of Seabourn, succeeds Josh Leibowitz who is leaving the brand to pursue new opportunities.

Leahy was most recently chief operating officer for Holland America Group serving Princess, Holland America Line, Seabourn, P&O Australia and land operations. Prior to joining the cruise industry, she held various leadership roles with Procter & Gamble and Coca-Cola.

As part of a structure to build on the benefit of shared services between Holland America Line and Seabourn, she will report to Gus Antorcha, president of Holland America Line.

Grey Goose Vodka sponsors Dubai Duty Free Tennis Championships with airport tie-in



Grey Goose vodka has returned for the 5th consecutive year as a premium sponsor of the ATP Dubai Duty Free Tennis Championships (February 19 - March 4, 2023).

In addition to event branding at the Dubai Duty Free Tennis Stadium, a dynamic shopper engagement campaign is running throughout the tournament at Dubai International Airport, including a high visibility campaign in key footfall areas throughout the Arrivals and Departures areas of Terminals 1 and 3.

Commenting on the campaign, Alexey Babin, Director IMEA, Bacardi Global Travel Retail, said: "We are delighted to further extend our long and successful relationship with Dubai Duty Free as a sponsor of the ATP Dubai Duty Free Tennis Championships. In this, our 5th year of sponsorship, we have exploited our deep understanding of this regional market to further strengthen Grey Goose on the world-class tennis circuit. The tournament is regularly voted among the most popular on the tennis calendar not only among both fans but also by the players, highlighting its blend of supreme skill, perfectionism and shared enjoyment, qualities that are shared and celebrated by Grey Goose."

The two-week tournament, launched in 1993, reaches a global audience and, as the official premium vodka partner to the tournament, the Grey Goose campaign includes a presence at the tournament's hospitality experience as well as a colorful and engaging tennis-themed campaign at Dubai International Airport that encourages shoppers to share a Grey Goose moment with their social media followers.

Grey Goose plays tribute to the Dubai Duty Free Tennis Championships at Dubai International Airport.





RÉMY COINTREAU
GLOBAL TRAVEL RETAIL

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TRAVEL MARKETS
INSIDER

The Botanist Gin reveals first ever line extension with GTR exclusive The Botanist Hebridean Strength

Rémy Cointreau Global Travel Retail has announced the first line extension for The Botanist gin with a travel retail exclusive expression. The Botanist Hebridean Strength is launching in partnership with Gebr. Heinemann, across nine strategic locations in Europe and Australia, before it becomes available in travel retail globally from April 2023.

The Heinemann launch is supported with a series of engaging instore and digital activations.

The Botanist Hebridean Strength offers a 'voyage of discovery into the wild, elemental beauty of Islay,' says the company.

Distilled and batch produced at Bruichladdich Distillery and bottled at a higher strength of 51.5% ABV, The Botanist Hebridean Strength features a more intense blend of the 22 signature, hand-foraged Islay botanicals found in The Botanist Islay Dry Gin for a bolder, richer and deeper flavor profile.

With a RSP of €49.99 (per 70cl), The Botanist Hebridean Strength is now available exclusively at Heinemann Duty Free at Berlin, Hamburg, Frankfurt, Vienna and Sydney, at the travel retail stores of Heinemann's joint venture partners in Istanbul, Copenhagen and Amsterdam, and at the stores of its distribution client eurotrade at Munich Airport.

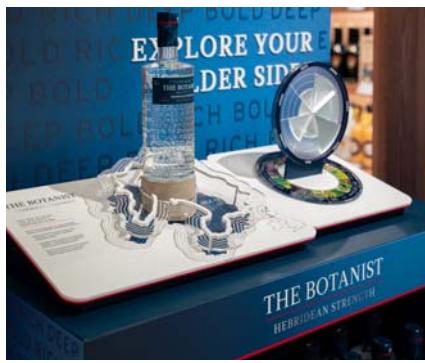
Qi Xin Gwee, Marketing Director, Travel Retail Worldwide at Rémy Cointreau, commented:

"It is a privilege to unveil the first drop of liquid innovation from The Botanist as an exclusive for global travelers.

"Travel retail is a core part of Rémy Cointreau's strategy for inspiring clients with our exceptional, distinct, and innovative spirit,

and this launch underpins our vision to be the partner of choice in the channel.

"The Botanist Hebridean Strength is for adventurers seeking intense sensory experiences on their travels and in their spirit selection, and we look forward to seeing our traveling clients explore what The Botanist's bolder side has to offer."



The travel retail exclusive Botanist Hebridean Strength launched first exclusively at Heinemann Duty Free.

Gucci Beauty launches new era for its Gucci Guilty fragrances with campaign starring A\$AP Rocky, Julia Garner and Elliot Page

Gucci Beauty has launched a new campaign for its Gucci Guilty Pour Femme and Pour Homme fragrances starring three incredibly timely celebrities -- Grammy Award-nominated musician A\$AP Rocky, Golden Globe and Emmy Award-winning actress Julia Garner, and Oscar-nominated actor, director and producer Elliot Page.

Described as an ode to self-acceptance, friendship and love in all its forms, the campaign, shot by Glen Luchford, invites each of us home -- a metaphorical place where we are free to accept who we are and let our authentic selves be seen.

Rocky, Garner (who shot to fame in Netflix' *Inventing Anna*), and Page (most recently one of the ensemble cast of *The Umbrella Academy*) co-create a world of open-hearted acceptance, within a domestic setting where the three

connect, dance, laugh, and create an ambiance of ease and embracing.

Six fragrances from the Gucci Guilty family are showcased in the new campaign: Gucci Guilty Eau de Toilette Pour Femme, Gucci Guilty Eau de Parfum Pour Homme, and Gucci Guilty Parfum Pour Homme.

Gucci Eau de Parfum Pour Femme, Gucci Guilty Eau de Parfum Intense Pour Femme, Gucci Guilty Eau de Toilette Pour Homme, Gucci Guilty Eau de Parfum Pour Homme, and Gucci Guilty Parfum Pour Homme.



Gucci Guilty's new star-studded fragrance campaign features musician A\$AP Rocky, actress Julia Garner, and actor, director and producer Elliot Page.



Monarq and Charleston Beverage Co. sign distribution deal

Monarq and Charleston Beverage Company have officially partnered to bring Charleston Mix Bloody Mary, the No.1 Craft Bloody Mary mix in the U.S., to consumers throughout the region. The new distribution agreement covers the Caribbean, Latin America and USA Duty Free.

Available in two flavors, the flagship original Bold & Spicy and the vegetable-based Fresh & Veggie, the Charleston Mix Bloody Mary features premium, all-natural ingredients and unique habanero mash.

"We are excited to have signed a regional distribution partnership with Charleston Mix; the No.1 Craft Bloody Mary mix in the USA domestic market. This is in line with our company strategy of bringing to market high quality premium brands that lead a category in the Alcoholic and Non-Alcoholic beverage industry. The demand for healthier less processed mixers and juices by consumers in our region is a trend we see growing across all our markets. Charleston Mix checks all the right boxes when it comes to Bloody Mary mixers and is a perfect fit in the Monarq portfolio," said Robert de Monchy, Monarq Managing Director.

Charleston Beverage Company Founder, Ryan Eleuteri, says: "We have been strategic about growing our footprint, looking for the right partners in the right markets that fit our brand. From the moment we met Robert and his team, we knew that Monarq was the right partner to continue the growth of the Charleston Mix Bloody Mary brand. We are incredibly excited about the opportunity to bring Charleston Mix to the Caribbean, Latin America, and USA duty free with Monarq."

Charleston Beverage Company, founded in 2009, is headquartered in Charleston, SC.