



Caribbean escapes worst of pandemic, begins to re-open

The United States Virgin Islands reopened for leisure visitors on Monday, June 1, making it the first Caribbean destination to officially reopen for tourism.

USVI Tourism Commissioner Joseph Boschulte reported that new protocols were developed with input from the Office of the Governor, tourism and health authorities and the private sector, and as they are rolled out, a state of emergency due to the Coronavirus Disease 2019 (COVID-19) pandemic will remain in effect through July 11, 2020.

In order to open, the USVI engaged in “data-driven, risk-based analysis, in conjunction with the Virgin Islands Department of Health and federal guidance from the Centers for Disease Control and Prevention, and other stakeholders,” said Boschulte.

Guidance includes procedures for operating reception and concierge facilities; cleaning and housekeeping; managing dining rooms; and providing technical and maintenance services. There is also specific guidance for taxi, van, safari and limo services, restaurants and bars, and accommodations.

The island of Saint Lucia is planning to reopen for tourists on June 4.

The retail picture: USVI

The outlook for travel retail on St. Thomas depends on whether the business caters to tourists or a mixture of tourists and local market.

With no cruise ships for several months now, the main tourism stores continue to be closed.

TMI spoke with Hal Taylor, CEO of NXP Management, which operates 13 Little Switzerland stores and other luxury branded jewelry and watch boutiques in the USVI, and 30 locations in total across 10 islands plus Key West.

“None of our stores have reopened and we do not even have a tentative date to reopen stores at this point. Below is an excerpt from an email I recently sent to our vendors, landlords and other partners that establishes our decision model to reopen stores,” Taylor told TMI.

“As we all know, the shutdown has been devastating and long-lasting. It will be a difficult decision when to reopen the stores as it does not make sense to put our employees at risk unless there is the expectation that they can be rewarded.

“Since our sales are almost entirely levered to tourism we will not reopen a store until we understand when tourism will restart and be reasonably sustainable. Therefore, the decision to reopen a specific store has less to do with the local government saying we can reopen and more to do with the reopening of the borders, airport, cruise port and hotels.”

Taylor says that some of the factors that would go into the decision to reopen a specific store include:

*Has the border been reopened to allow for non-citizens to freely (without restrictions) travel to/from the destination?

*Is the airlift at a normalized or pre-shutdown level?

*Are the major hotels open and accepting guests? What is their projected occupancy for the next 30, 60, 90 days?

*Has the cruise port reopened? Are there any restrictions to accept cruise ships?

Capacity limits restrict sales

Taylor believes that the earliest cruise ships will return to Caribbean ports is August 1.

“But that is in a very limited capacity,” he says. “Although some hotels are accepting reservations for the near future many of those hotels cannot confirm when they will actually reopen their doors to guests. We, as well as the cruise ships and hotels must implement new COVID-19 processes and procedures that allow guests to ‘safely’ shop, or occupy the ship/property. While developing our plan to keep employees and customers safe in our stores we realized this is a daunting task. What we also realized is that due to government imposed capacity controls no matter how quickly tourism rebounds we will not be able to obtain pre-COVID-19 sales levels until the capacity controls are lifted.”

Luryx Duty-Free, located in the AH Riise Mall on Main Street in Charlotte Amalie, St. Thomas, also remains closed for the foreseeable future. Luryx caters primarily to cruise and hotel guests.

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REGISTER NOW DFWC webinar maps the current market environment and key initiatives to restart business

The Duty Free World Council (DFWC) will host a webinar, **Planning to Restart**, presenting key updates on the current state of the duty free & travel retail industry.

The agenda includes reviewing the most up to date air traffic data, courtesy of ACI World, and highlighting the measures taken by the Council and the regional associations

The webinar will give a holistic perspective on the current status of the air travel market and recovery forecasts. This data will be complemented by global and regional briefings on the activities underway to ensure the important contribution the Duty Free & Travel Retail industry plays in the broader travel and tourism, aviation and maritime sectors is understood and supported under the recovery plans being drawn up by global, regional and national authorities.

DFWC expects that executives from all industry stakeholders will attend.

Keynote presentations will be given by Sarah Branquinho, DFWC President and Patrick Lucas, Director Economics, ACI World. The presidents of the industry’s regional organizations will provide a deeper perspective by region.

The webinar will be held on Wed. June 3 from 14.00 – 15.30 hrs CET (8 am New York time).

Please register [here](https://us02web.zoom.us/join/register/WN_7GRqCuixSgeJ6Zq2-1C9mQ) (https://us02web.zoom.us/join/register/WN_7GRqCuixSgeJ6Zq2-1C9mQ) or via the DFCW website <https://dfworldcouncil.com/>



ASUTIL takes to the press in appeal for government assistance to save regional travel retail industry

South American Duty Free Association ASUTIL turned to one of Uruguay's leading newspapers, *El País*, to add weight to its plea to local governments for assistance during the COVID-19 crisis, with requests to use e-commerce to sell to a domestic consumer and to Brazilians.

ASUTIL Secretary General Jose Luis Donagaray, speaking with media during a virtual news update last week, said that the regional industry was focusing on two new proposals to help retailers and suppliers weather the stoppage in business during the COVID-19 pandemic, which has restricted international travel and eliminated cross-border traffic.

Currently, only three airports – in Mexico, Chile and Brazil – are open for international flights, but passenger traffic is not more than 5% of the normal volume, Donagaray reported.

Donagaray does not expect international flights to commence in any meaningful way for another month to month-and-a-half at best. International flights in Argentina are not starting again until September, he said.

In Uruguay, ASUTIL joined with the Uruguayan Chamber of Free Shops in a joint statement published in the *El País* business pages, that says it is “essential” that the government offer some support for the free shops, since it is impos-sible for them to generate income otherwise.

Such support will aid financial recovery and the eventual return to normal operations, as well as preserve jobs, they said.

Specifically, ASUTIL is requesting permission to sell \$600 worth of goods to citizens online, even if they are not traveling now. This is similar to an agreement that Uruguay has with the United States whereby its citizens can buy \$600 worth of goods without paying taxes.

“We are asking that the authorities give this right to all citizens,” explained Donagaray.

The Association is also requesting permission from Customs and the Postal Service for Uruguay-based free shops to sell to Brazilians using e-commerce.

“This is a solution during times that our borders are closed,” he said.

While such sales would entail a delivery cost, they would at least produce some level of income for the retailers, he noted.

Neither of these proposals have been approved as yet, but the press coverage gives the industry important visibility, said Donagaray.

ASUTIL is also in discussion with different airport and government authorities regarding rent relief and rent deferrals with landlords, tax payments and unemployment insurance. The privatization of the airports in Brazil have made discussions with the airport landlords there more complicated.

The Association and stakeholders have a meeting

scheduled this week in Uruguay with the Minister of the Economy to discuss all these possible solutions and how the industry will go forward once the pandemic eases.

In related news, ASUTIL is still planning to go ahead with the border conference in Foz do Iguacu in November. Donagaray says that hotels will be re-opening there in July and that the region has had very few cases of the coronavirus (although Brazil is currently the #2 country in the world in terms of cases).

“We will ask our members and suppliers how they feel and if they will travel ahead of us making a final decision in July,” said Donagaray.

Avianca, LATAM airlines file for chapter 11 bankruptcy protection

Santiago-based LATAM Airlines Group SA, Latin America's largest air carrier, declared Chapter 11 bankruptcy court protection last week in a New York court, another victim of flights grounded by the coronavirus pandemic.

LATAM says it will continue passenger and cargo flights, and pay employees. Travelers with existing tickets and vouchers can still use them.

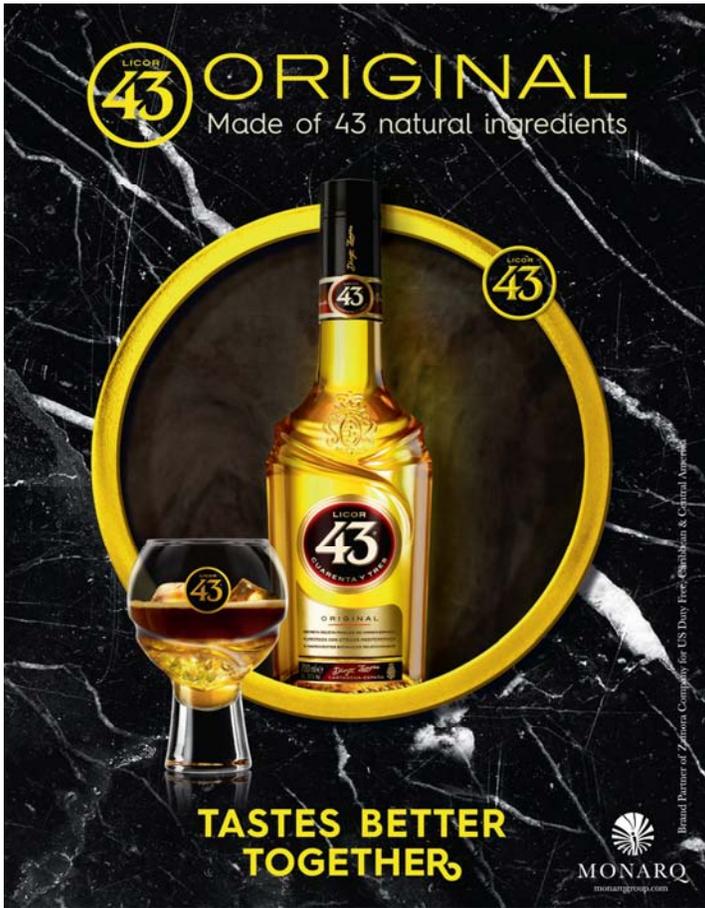
The airline is South America's largest carrier by passenger traffic. It operated more than 1,300 flights a day and transported 74 million passengers last year.

LATAM accounts for 40% of passengers traveling within Latin America, reports Reuters.

Delta bought 20% of LATAM in December.

Colombia-based Avianca, one of Latin America's largest and oldest airlines, had filed for Chapter 11 bankruptcy earlier in May.

Avianca's flight operations have been grounded since mid-March due to the pandemic, and the company's income has fallen over 80%, reports *Business Insider*. In filing for bankruptcy, the airline said it hopes to continue operations as COVID-19 restrictions are gradually lifted.



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Luryx Duty-Free (continued)

Filippo Cassinelli, vice president and co-owner of AH Riise, tells *TMI* that the island will slowly open June 1 allowing hotels to receive guests.

"However it's unlikely that the merchants will open anytime soon. Luryx Duty Free operator, Danny Yohoros, is taking advantage of the closure of the mall to renovate his entire store with new flooring, lighting and perfume and liquor fixtures."

Cassinelli expects the renovation to be complete in about 60 days.

Rouge Duty Free, located on the waterfront in Charlotte Amalie, reopened on May 8, right before Mother's Day. With a largely local market clientele, the beauty/jewelry/accessories store was able to take advantage of pent up demand and capitalize on the holiday, reports Raymond Kattoura, whose company Duty Free & Travel Retail Group Inc. helps manage the business for Rouge Duty Free Retail Caribe.

"We are taking every precaution. The store is deep cleaned; customers and BAs wear masks and we are only allowing one customer per salesgirl in the store at a time. There are no testers either," he says, adding that business has been very good.

Decisive action taken

Despite predictions of widespread death amid fears of inadequate medical facilities, the Caribbean took immediate and decisive actions to close borders and institute strict protocols, capitalizing on testing and isolation, with much coordination and collaboration throughout the region.

In a speech given on May 25, **Jamaica's Tourism Minister Edmud Bartlett** noted that eight Caribbean countries had brought

active cases of COVID-19 to zero: Trinidad & Tobago, St Kitts, Dominica, Monserrat, Anguilla, Belize, St Lucia, and Saint-Barthélemy.

In a webinar hosted by the **Caribbean Tourism Organization** last week, experts debated whether the region was ready for the return of tourists, a situation that could be further complicated by the start of Hurricane season (June 1).

Elizabeth Riley, Acting Director of the Caribbean Disaster Emergency Management Agency, says that readiness is a process and must be maintained throughout the season. "We need to ensure that the protocols that are put in place are followed so that when tourists return, they feel assured of safety," she said.

Professor Lloyd Waller, Executive Director of the Global Tourism Resilience & Crisis Management Centre stresses that airlift will be critical to recovery: "We have to see if tourists can travel," he says.

Several Caribbean nations have updated plans for reopening or announced the gradual easing of some restrictions:

Aruba

Aruba could reopen its borders for tourism as early as June 15. The destination has unveiled a stringent new health and safety program called the "Aruba Health and Happiness Code."

The cleaning and hygiene program will be mandatory for all tourism-related businesses across the country, according to a statement from the Aruba Tourism Authority.

The certification will include a seal of approval displayed prominently on all tourism-related businesses as well as the Department of Public Health website.

Aruba's health and safety protocols will extend to every touchpoint, beginning at the airport, where the **Aruba Airport Authority** followed World Health Organization (WHO) guidelines to implement its own safeguards. These include screening, temperature checks, on-site medical professionals, social distance markers, mandatory PPE training for staff and more.

The certification seal will extend to taxis/transport and all tourism businesses, including national parks and attractions.

The **Aruba Hotel & Tourism Association** also created a "Best Practices" guide for hotels spelling out new safety protocols.

Delta has announced it planned to resume flights from Atlanta to Aruba in the second half of June.

Well-known Aruba-based retailer **Richard Lacle** reports that "Aruba officially is COVID free and there has not been any official additional cases the last 35 days. We expect news anytime now that Airport will open between June 11-15, and the measures to assure that no new wave of cases occur are in place. Aruba is a safe place and One Happy Island!" says Lacle.

The Bahamas

The Bahamas government has targeted July 1 for a tentative tourism reopening. The Bahamas is currently in Phase 2 of its reopening plans, and has so far recorded 100 cases of COVID-19.

Bahamian Prime Minister Dr. Hubert Minnis hopes to have the hotel industry ready by then to accommodate guests with enhanced health and safety protocols.

The government had extended the emergency orders until June 29, but restrictions have been eased in some areas. Inter-island travel will be gradually phased back to New Providence and Grand Bahama.

Bermuda

Nicole Warren, general manager at Brown & Co, which operates the Phoenix Stores in Bermuda, reports that the store began preparations for reopening its doors to its customers on May 20. It will also continue to offer shoppers curbside services. The beauty / department store also operates AS Cooper's 59 Front Street location, which it acquired in June 2019.

"We are very appreciative of your patience at this time and are eager to see you soon," Warren tells customers online.

Grenada

Grenada has begun easing local restrictions and prepares to receive visitors starting with the yacht sector.

Entering yachts must be pre-registered into a specific data base and on arrival at the designated dock at Port Louis Marina, Ministry of Health officials conduct screenings for yachts passengers who then proceed on a 14-day quarantine.

Grenada reports 23 confirmed cases of COVID-19 with 5 still active but stable cases.

A daily curfew from 7pm to 5am is still in effect, but businesses are open from 8am to 5pm.

The majority of tourism accommodation, airports on Grenada and Carriacou, and all ports remain temporarily closed, but plans are in place to prepare for the eventual reopening of the borders.

The Rouge Duty Free store at Port Louis opened last week, however, and business has been brisk, reports Raymond Kattoura. The Rouge stores at the Spiceland Mall are also open.

The Rouge stores at the airport remain closed.

Caribbean roundup will continue in the next issue of TMI.

IWSR: Beverage Alcohol not expected to rebound until 2024

It will be five years before the global industry rebounds from the ongoing COVID-19 crisis, according to new research from IWSR Drinks Market Analysis.

Worldwide beverage alcohol volume increased slightly in 2019, reversing declines from the year prior. Total global alcohol consumption, led by increases in beer and ready-to-drink products, grew by +0.1% in volume and +3.6% in value in 2019, but losses in the months-long near complete shutdown of bars and restaurants across the world this year has not been offset by upticks in liquor retail and ecommerce.

IWSR expects this to lead to double-digit declines in 2020, and estimates it will take until 2024 to reach 2019 pre-COVID-19 levels (though in the UK and US, IWSR forecasts that pre-COVID-19 beverage alcohol volume levels likely won't return until after 2024.)

GTR hard hit

Global travel retail, severely affected by widespread travel restrictions, will see a particularly harsh decline in 2020 but is expected to reach pre-crisis levels by 2024.

"While we're still assessing the full impact of the current COVID-19 situation, it's very clear that the pandemic is set to cause a deeper and more long-lasting after-effect to the global drinks industry than anything we've experienced before. Even the downturn following the 2008 financial crisis was less severe than what we are seeing now," says Mark Meek, CEO of IWSR Drinks Market Analysis.

"In many ways, 2019 was perhaps the last 'normal' year for the drinks industry," he added.

Globally, beer (not including flavored malt beverages like hard seltzers) grew 0.3% in volume and +2.2% in value in 2019, led particularly by increases in non-alcoholic beer (+15.2% in volume, vs. 2018). Though the beer category has taken a hit in 2020, the outlook for continued growth of no-alcohol beer remains positive, with a forecasted +8.1% CAGR 2019-2024. In total, beer is expected to reach 2019 volumes by 2024, rebounding better than wine and spirits.

Overall, total spirits dropped -2.5% in volume last year, due in part to steep volume losses in baijiu (a spirit consumed almost entirely in China). Excluding baijiu, however, global spirits volume grew +1.0% in 2019.

No-alcohol spirits were the fastest-growing spirits segment by volume in 2019, +25.5%, though still small in terms of market share. Amongst traditional spirits categories, gin was the fastest growing in 2019 (+6.1%), but that growth has slowed somewhat as consumers are beginning to show signs of "gin fatigue," especially in some European markets (growth of gin globally was +9.6% in 2018). Within the whisky category, Irish grew by +10.6% volume, Japanese increased +10.3%, and US whiskey posted +5.8%. The IWSR forecasts that whisky and gin will likely rebound fastest to pre-COVID-19 levels. Vodka volumes are not expected to recover to 2019 levels until after 2024.

SKROSS builds presence in the U.S. with InMotion listings

Swiss brand SKROSS will massively expand its presence in U.S. travel retail with new listings in all InMotion stores across the country.

Airport electronics and digital accessories retailer InMotion will be offering the full range of power solutions from SKROSS – including travel adapters and a complete range of cables, USB chargers and power banks. The products will be displayed in a dedicated wall space.

InMotion, which was acquired by UK-based retailer WHSmith in 2018, offers a specialized shopping experience for travelers with a dedicated range of tech accessories, power, audio and more. SKROSS has been a preferred partner for premium travel accessories at WHSmith for years, a relationship that will now be reflected in the InMotion stores, as well.

"After the listing in the first UK store of InMotion last year, we are delighted to significantly expand our presence in the USA by being listed in almost 100 InMotion stores across the country from June onwards," says Rodolfo Müller, Global Travel Retail Manager at SKROSS.

InMotion will also be the first customer in the USA to present SKROSS' brand-new universal travel adapters with integrated high-power USB C chargers. USB C is the new standard charging connection for more and more devices allowing substantial faster charge speed and greater compatibility across various devices.

Sam Gerber, Managing Partner at SKROSS comments: "We are thrilled to have signed this deal with InMotion which is a great opportunity for us to grow in the U.S. travel retail.

"Our long-term partnership with WHSmith in the UK and international boosts our confidence that we will see an equal success with InMotion. Partnering with global players is a paramount factor for SKROSS, even more so in light of the current global crisis. We consider this new listing agreement a strong win-win situation where two global players join forces in order to be ready for a powerful comeback."



Beam Suntory launches Spirited Speaker Series

Beam Suntory has launched the Spirited Speaker Series, a series of short video interviews hosted by Ed Stening, Global Head of Travel Retail Marketing at Beam Suntory.

The video series invites experts to share their perspective on how travel retail can connect with shoppers during this uncertain time - kick starting the conversation about how brands and businesses can prepare for the new normal.

The Spirits Speaker Series Stening has spoken with Ken Grier, Founder of De-Still Creative; Martin Moodie, Founder of the Moodie Davitt Report; and Richard Shotton, author of The Choice Factory, among others.

The first three episodes can be viewed at:

<https://www.youtube.com/channel/UCH98vLyyxY78BO-iKEYe7Mg>



Duty Free Dynamics rolls out Osprey packs at 3Sixty Duty Free stores; adds top fashion brand to watch portfolio

Panama-based regional distribution company Duty Free Dynamics is obviously not allowing the coronavirus pandemic to stop its unwavering growth. In its latest development, DFD has announced it has opened a distribution channel for outdoor brand Osprey with duty free specialty retailer 3Sixty.

The rollout – which begins with points of sale in five top U.S. airport stores, is focusing on the innovative Osprey outdoor packs.

DFD says that the initiative reflects DFD's goal to increase Osprey's footprint in the Americas' travel retail sector, initially expanding to a presence in 15 points of sale in the main U.S. airports and Mexico cruise terminals where 3Sixty Duty Free has stores. The Osprey backpacks will also be available on Avianca's e-commerce website, targeting travelers more inclined to buy online.

This brand rollout highlights one of Duty Free Dynamics' key

assets: being a “one stop” service provider for both partnering brands and retail operators, says the company.

The Osprey packs are currently available at the 3Sixty Duty Free stores at Dallas (DFW), Center Store; Orlando (MCO), Store AS1; Orlando (MCO), Store AS4; Philadelphia (PHL), Store AW9; and Newark (EWR), Store B Main.

“The travel retail channel is mostly known for liquors, tobacco and cosmetics. Over the past 10 years, however, it has been diversifying its categories and, as a window to the world in this globalized economy, this is a great milestone for the travel retail industry. This opening is a testament to how market trends lead to diversification and how bringing categories from ‘outside the box’ can also be a success within our channel,” commented Alejo Lopez de Armentia, Brand Manager of DFD's outdoor cluster.

alejo.armentia@dutyfreedynamics.com



An Osprey POS at Dallas-Fort Worth International Airport with 3Sixty (Center)



An Osprey POS at Orlando International airport with 3Sixty Duty Free

Anne Klein watches add new dimension to DFD fashion brand portfolio

In other company news, DFD has expanded its fashion watch portfolio with the addition of Anne Klein watches, a licensed brand of E. Gluck Corporation. The Anne Klein watches will meet the demand for accessible price points in the fashion watch segment, says the company.

DFD is the exclusive distributor of Anne Klein watches for independent operators in the travel retail channel of North America and the Caribbean.

A leading ladies' fashion watch brand for over 40 years, Anne Klein watches have broad appeal and the brand has built a loyal customer base through its range of styles. Anne Klein watches are made with high-quality materials including genuine diamonds, Swarovski crystals, ceramic bracelets and genuine leather straps.

Anne Klein's range of products includes box sets featuring a watch with self-adjusting independent bracelets. They include silhouettes in polished rose gold-tone and ceramic styles.

Best seller AK/3001SVRT with authentic Swarovski crystal accents is also included in DFD's assortment.

“As veterans of the travel-retail industry for many years, we are excited to be part of the DFD portfolio of brands,” says Rob Robertaccio, VP of Global and Travel Retail Sales for E. Gluck Corporation. “We hope our dynamic assortment of fashion watches at affordable price points will continue to serve the growing demand for Anne Klein timepieces in this sector.”

“We are very excited to have partnered with a brand as iconic in women's fashion as Anne Klein, whose assortment of timeless yet modern watches meet the demand of today's woman, who looks for style and function,” added Monica Martinez, Brand Manager of Anne Klein watches.

For more information, please visit Duty Free Dynamics website www.dutyfreedynamics.com or contact: monica.martinez@dutyfreedynamics.com



Anne Klein watches and box sets will help Duty Free Dynamics meet the demand for accessible price points in the fashion watch segment.

COPING WITH COVID-19

Martin and Rai challenge travel retail to pursue a strategic digital transformation

A Blueprint for a new Travel Retail Ecosystem



Since COVID-19 spread outside of Asia in March, inflight specialist Christine Martin, Business Development Director at Ethos Farm, and Vimal Rai, Founder and Managing Director of TRACE Consulting, have been hosting a weekly webinar that takes a “deep dive” into a hot topic. Attendance at the webinars has grown from 25 to 125 listeners.

The original aim of the webinar was to make Inflight Retail more sustainable for stakeholders so that it is not perceived as ‘too difficult’ and become extinct.

“As a result of the extreme lockdowns and isolation caused by COVID-19, digital adoption has significantly accelerated across all segments and age groups and customer behaviors are unlikely to revert completely to the analogue days of yore,” say Martin and Rai in the introduction of the Blueprint.

Call for collaboration and strategic digital transformation

The Blueprint calls for stronger collaboration, and the marketing of a Travel Retail value proposition to travelers at the right time with the right offer.

“This can only happen with stronger collaboration across all stakeholders in the Travel Retail ecosystem,” say the authors, stressing that “The imperative for the strategic digital transformation of Travel Retail cannot be understated.”

“As an industry we need to collectively own the traveler journey and *acknowledge* that the power of choice (to browse, to shop and to buy – or not) resides within each traveler. This simultaneous acknowledgement and ownership are two

sides of the same retail coin, which will power the future relevance, sustainability and profitability of the industry,” they say.

The proposed collaboration between traffic sources (travel agents, cruises, airlines), product suppliers (brands, distributors, agents), infrastructure and technology providers (airports, terminals, digital platform enablers) and last-mile fulfilment solutions (shipping and delivery, forwarders) can take many different forms.

“Whatever form that is adapted to local conditions is irrelevant; the fact is that collaboration is key,” notes the Blueprint. The collaboration will need to leverage digital solutions and data if the industry is to modernize Travel Retail for the benefit of customers, it says.

Concerted, collaborative action

Concerted, collaborative action is needed in order to grow the Travel Retail pie sustainably and profitably for all, with every stakeholder playing their responsible part within the ecosystem, they say. In addition, the Travel Retail proposition to travelers needs to be clear, connected, relevant, convenient and valuable.

Airports, retailers, airlines, cruise companies, distributors, brands and suppliers need to improve their digital quotient in order to successfully deal with the twin challenges of increasing awareness and effectiveness of the Travel Retail value proposition and of driving travelers to transactions.

For more information, contact Christine Martin. cjm.at.home@gmail.com or Vimal Rai. vimal@traceconsulting.com

Nestlé ITR launches new sustainable version of TR Smarties Music Creator

Nestlé ITR has launched a new version of its travel retail exclusive Smarties Music Creator -- the first product to meet the company’s new sustainability guidelines by replacing all single use plastic packaging with a recyclable carton box.



The Smarties Music Creator (containing 1 x 38g tube of Smarties) is part of NITR’s Learn Through Play framework, and first appeared in 2019. The plastic flute is now supported by online, digital content and includes a learn-to-play guide and music sheet that

provides step-by-step guides to playing simple songs.

www.nestletravelretail.com

In Cannes last year, Nestle announced a goal of making 100% of its packaging recyclable or reusable by 2025. Nestlé ITR accelerated the removal of single use plastics and spent the last seven months improving the product for early release. The original, plastic packaging is no longer available.

Nestlé ITR General Manager Stewart Dryburgh comments: “Clearly these are unprecedented times and the COVID-19 crisis will impact the immediate roll-out for the new Smarties Music Creator. In the mid-long term, however, the demand for recyclable and eco-friendly solutions will only increase and with Smarties we will be ready with these solutions.

“Sales for the first version of the Smarties Music Creator were incredibly positive and we have every reason to believe that this more sustainable version will be an even greater success.”

Ethos Farm Launches Travel Retail sales staff online training

In related news, Ethos Farm has launched a new online training program for travel retail sales staff. The Best Practice Standard for Travel Retail Sales Professionals is a comprehensive online program that takes learners through every aspect of shop floor service and sales excellence, supported by engaging content and 14 separate assessments.

CEO Sally Alington said that the company accelerated the launch of the B2C online program and significantly reduced introductory pricing per learner to aid staff who wish to enhance their knowledge and skills during this current time but have very limited budgets.

The program is available to buy online now <https://ethos-farm.eventcube.io/>. Learners will receive an accompanying workbook and access to Ethos Farm’s iTrain platform, which will record and track their progress. BPS Level 1 Certificates are awarded upon completion.

Ethos Farm was named the Learning & Performance Institute’s Learning Start-up Provider of the Year 2020 at the recent Learning Awards. Ethos Farm also launched the industry’s first Talent of Tomorrow Development Program.