

## Aer Rianta International back in business at Montréal-Trudeau International Airport



Aer Rianta International (ARI) has re-opened The Loop international store at YUL Montréal-Trudeau International Airport. The store has been closed since March 24, in line with the government order for the closure of all non-essential outlets to contain the spread of coronavirus.

ARI's team in North America has taken a wide range of measures to protect and enhance the health and safety of its passengers and the ARI team.

These measures have been clearly communicated to customers through video and written communications so that they can plan their airport shopping in advance, reports the company.

Speaking about the re-opening, ARI North America General Manager, Jackie McDonagh, said: "We have been working extremely hard over the last number of months in collaboration with our brand partners and the airport teams to prepare for this momentous day. We have taken every measure possible to ensure the safety of both our staff and our customers and are genuinely excited to be back to business.

"We have an incredible campaign supported by once in a

lifetime commercial offers to enhance customer experience as they come back to our stores," said McDonagh.

"I am looking forward to opening our other stores in Winnipeg, Halifax, and Québec City when the time is right," she added.

The safety measures undertaken by ARI-NA in Montreal include:

- Extensive staff training on all new safety measures.
- Mandatory wearing of face masks for all staff and passengers.
- Socially-distanced and simplified queue management systems were put in place, with floor graphics and signage visible throughout the stores.
- Cleaning processes have been enhanced including sanitizing of frequently touched products and surfaces.
- Hand sanitizing units are located throughout the stores.
- Protective screens are in place at checkouts.
- Customers will now scan their own boarding cards at checkout.
- Use of contactless payment is encouraged although the stores will continue to take cash for those passengers that want to use up the currency in their wallet.

The transborder store at YUL Airport will remain closed for the moment until the Canada / USA border reopens. All other stores within ARI North America will remain closed for the moment.

### New website underway

ARI is also preparing to launch its new website for YUL Montréal-Trudeau International Airport. The website will enable passengers the option to save time at the airport and shop online. Using the Click & Collect convenience service customers will be able to shop online up to 90 days before they fly and collect their purchases in-store on departure. The website will be available to passengers within the next 30 days.

Other ARI stores currently open are at Bahrain International Airport, King Khalid International in Riyadh, Cork and Dublin in Ireland, Beirut in Lebanon, Larnaca and Paphos in Cyprus and ARI's operation at Qatar. ARI Global Teams are sharing customer behavior learnings, best practices and innovative experiences across the group to enable delivery of the ultimate customer experience in this new world.

### PEOPLE



**Carolyn Mariani**, one of the best-known and respected figures in travel retail, has started her own consultancy. A super star in inflight, she spent more than 17 years with 3Sixty Duty Free & More (formerly DFASS) in Miami, and now she's bringing all that knowledge to her own business, appropriately named **PIVOT305**.

"After more than 20 years in travel retail, I have launched a consulting agency called PIVOT305. I chose the name Pivot to represent what so many companies and individuals, like myself, are having to do in response to the rapidly changing dynamics of our industry. And I chose '305' to represent where I am geographically (Ed. Note: the Miami area telephone code)," Mariani tells *TMI*.

She comments: "I'm excited and energized to help businesses while they find their 'new normal'. Whether it's a short- or long-term project, consultation, or a go-to-market strategy, I have multi-category experience working with global, iconic brands as well as exciting new startups in everything from product development, sales, marketing, branding, merchandising, and vendor negotiations in the travel retail arena."

Mariani reports that she has some projects lined up to start in the coming months and as PIVOT305's "Chief Everything Officer," she is open to new ideas and sharing the benefits of my experience. For more information, she can be reached at [C.mariani@pivot305.com](mailto:C.mariani@pivot305.com)

**PIVOT305**



## More U.S. airport store re-openings

### Duty Free Americas

Duty Free Americas has currently opened a few of its stores in Miami International Airport, confirms DFA CEO Jerome Falic.

As reported last month, DFA has retained an Aventura-based physician, Dr. Michael Braun, to guide the company as it gets ready to re-open select stores closed due to the COVID-19 pandemic.

“We are optimistic about the resumption of international travel with what appears to be an easing of border restrictions and a gradual return of travel demand,” Jerome Falic tells *TMI*.

“Needless to say, this health crisis has made future planning extremely difficult to predict with conventional wisdom and forecasting tools. The one thing of which we are certain, however, is our steadfast commitment to the safety and well-being of our employees.

“Although we are revising our

former budget assumptions and business plans that may no longer be relevant, we are confident that this short-term reshaping of our business will enable us to secure ongoing support from our customers, suppliers, employees, and airport partners.

“We are grateful to our airport partners, with whom we are carefully monitoring this situation and tailoring operating procedures that will allow us to open our stores in a mutually beneficial manner,” Falic continued.

Concluding on a cautious but optimistic note, Falic said: “We are making decisions and taking actions during this crisis with recovery in mind. There are many lessons that can be learned and carried forward once it passes, and we are confident about our resilience and agility to devise a business strategy to thrive in the future.”



A Duty Free Americas store currently open in Concourse D at Miami International Airport.

### Holland-America sells four ships

Carnival Corp.-owned Holland America is selling four of the ships in its fleet, the company announced after the U.S. Centers for Disease Control and Prevention on Thursday extended a ban on cruises in U.S. waters until the end of September.

Holland America Line's *Amsterdam* and *Rotterdam* have been sold to Fred. Olsen Cruise Lines' fleet, where they will be renamed as *Bolette* and *Borealis*. The two new ships will enter the fleet later this year following rebranding work.

The other two ships, the S-Class *Maasdam* and *Veendam*, are transferring to another company in August 2020,



International Shoppes' "store-side pickup" at JFK International Airport in New York.

### International Shoppes

International Shoppes Vice President Scott Halpern confirms that the company has opened most of its operations, although with very limited hours to service the few international flights currently operating from each terminal.

With fewer people flying because of the COVID-19 pandemic and those who are traveling through airports concerned for their safety, International Shoppes has updated its *ishoppes.com* website and expanded its pre-order program to allow for “store-side pickup.”

### CRUISE NEWS

## CDC extends cruise ship No Sail Order through September 2020

The Centers for Disease Control and Prevention (CDC) announced on July 16 that it was extending its No Sail Order for cruise ships through September 30, 2020.

This order continues to suspend passenger operations on cruise ships that carry at least 250 passengers in waters subject to U.S. jurisdiction.

**Cruise Line International Association – CLIA** – issued a statement assuring the public that its “member lines remain aligned with the CDC in our commitment to public health and safety.”

CLIA also noted that it was continuing to work on developing enhanced protocols to support the safe resumption of cruise operations around the world.

“We look forward to timely and productive dialogue with the CDC to determine measures that will be appropriate for ocean-going cruise operations to resume in the United States when the time is right,” said CLIA.

The CDC argues that a cruise ship setting increases the risk of contracting the coronavirus, since passengers and crew share spaces that are more crowded than most urban settings.

“Even when only essential crew are on board, ongoing spread of COVID-19 still occurs. If unrestricted cruise ship passenger operations were permitted to resume, passengers and crew on board would be at increased risk of COVID-19 infection and those that work or travel on cruise ships would place substantial unnecessary risk on healthcare workers, port personnel and federal partners (i.e., Customs and Border Protection and the U.S. Coast Guard), and the communities they return to.”

The CDC says that it will continue to update its guidance and recommendations to specify basic safety standards and public health interventions based on the best scientific evidence available.

## One on One with Lisa Bauer, President and CEO, Starboard Cruise Services, Inc. Reframing the cruise retail experience in a post-COVID world

Amidst the slowdown and uncertainty facing the cruise industry as a result of the coronavirus pandemic, Starboard Cruise Services is focusing on reframing onboard guest engagement for when cruising returns.

Starboard President and CEO Lisa Bauer talked to *TMI* about how Starboard will adapt to new requirements and consumer preferences for its onboard retail programs, from developing more omni-channel options to tailoring offerings to accommodate specific plans with each cruise partner, while the industry works to regain the trust of passengers.

For the past few years, Starboard has been enhancing its emphasis on luxury. Being part of LVMH Moët Hennessy Louis Vuitton, Starboard has entre to some of the top luxury brands in the world. But in today's environment, the concept of luxury has evolved to a broader, more holistic concept, says Bauer.

### New concept of Luxury

"Today's definition of luxury continues to include very special brands and products, while incorporating the dimensions of access, time, personalization, and experience," she explains.

"Luxury, as an experience, creates more authentic and memorable interactions – which Starboard delivers to guests for our cruise partners. This could range from something 'money can't buy' to a simpler notion of something special worth a consumer's precious time."

When it comes to brands and products, Starboard, as part of leading luxury provider LVMH, has access to sought-after global brands with top design, investment pieces, and craftsmanship. Another unique aspect of cruise retail is the opportunity to bring on artisanal luxury limited time experiences that tie in to the destinations, says Bauer.

"These are truly unique and special – whether it's hand crafted sandals, textiles local to the area, or one of a kind jewelry creations," she adds.

In terms of access and time as part of the new luxury, Bauer notes that Starboard has seen very positive feedback when it offers guests special access (for example to cruise line loyalty program members or guests celebrating a special occasion).

"In a post COVID-19 shopping experience, we expect offering private shopping appointments will also be a well-received service."

### Personalization, Sustainability and Wellness

Personalization could also become even more appealing when cruising resumes again.

"Personalization could be custom blend fragrances or it may be the 1:1 service experience where our onboard staff get to know guests by name over the course of their cruise and develop a relationship that contributes to the guest's overall vacation experience," says Bauer.

Without a doubt, sustainability and wellness have emerged as very important trends to consumers worldwide. "We are developing offerings that would be particularly desirable to luxury shoppers. Also, the new passenger experience will involve various elements such as contactless shopping options, enhanced sanitation of shops and expanded wellness retail offerings."

*"We believe people will have a greater appreciation for travel and retail including preserving their cruising experiences through shopping and taking home mementos reflective of their journey and destinations."*

Product activations – from tastings to special events --that are such an important part of the Starboard retail strategy could undergo significant changes in a post COVID-19 world.

### Fast-tracking digital

"Interactive experiential activations will be fundamentally different and modified to accommodate cruise partners' guidelines," Bauer explains. "We believe the advancement of onboard offerings and experiences will involve the introduction of a sophisticated omni-channel retail approach. A fully integrated approach will enhance guest's overall vacation shopping experience and make for a seamless unified guest experience."

As a result, the development of more advanced digital retail offerings has been fast-tracked, as Starboard sees an opportunity to bring existing retail tech to sea. These include contactless retail, such as stateroom delivery and AR/VR shopping integrations, for example virtual "try on" mirrors for categories like Cosmetics and Sunglasses.

"We are focusing on reframing the onboard guest engagement through an omni-channel lens. Leveraging the latest digital tech, Starboard is setting the stage for a reimagined, immersive and personalized onboard shopping experience," says Bauer. "Another benefit of being part of LVMH is



Lisa Bauer

that we get to work closely with our sister Maisons, sharing best practices, aligning with corporate protocols and participating in initiatives to engage our employees such as training and development, corporate social responsibility and diversity & inclusion."

While it is difficult to see how some of the onboard events such as tastings, gatherings and "game shows" that involve close interactions will continue, Bauer says that new measures will most likely be implemented for onboard activities with more focus on health and safety, incorporating limited crowd capacity, guest flow, etc.

"We're collaborating with each of our cruise lines partners to plan for ways we can continue to provide guest engagement. Times like these spur innovations; everyone is seeing through a fresh lens. We're evaluating every aspect of the shopping experience and creating new ideas and offerings that will excite and engage cruise line guests before, during and after their voyages.

"As we continue working closely with our cruise partners on new initiatives to rebuild guest confidence and trust, our relationships have grown stronger and more in sync than ever before," she says.

**Lisa Bauer**  
President & CEO  
Starboard Cruise Services, Inc.

## L'Oréal unveils bold sustainability targets for 2030

L'ORÉAL FOR THE FUTURE

Jean-Paul Agon and Alexandra Palt during the L'Oréal webinar.



*“Over the past decade, we have profoundly transformed our company, putting sustainability at the very core of our business model. With our new commitments, we are entering a new phase of acceleration of that transformation: going beyond our direct environmental impact, helping consumers to make more sustainable choices, as well as generating positive social and environmental contribution. As an industry leader, we consider that it is our role to contribute to building an inclusive and sustainable society.”*

Alexandra Palt, L'Oréal Chief Corporate Responsibility Officer.

L'Oréal Group has launched a bold, ambitious sustainability program that covers the next ten years with a comprehensive blueprint of measures to meet the growing environmental and social challenges facing the world. In its “L'Oréal for the Future” program, the beauty giant says that the company is committed to “accelerating its transformation towards a model respecting planetary boundaries and reinforcing its commitments to both sustainability and inclusion.”

Speaking at a global digital press conference from Paris at the end of June, Jean-Paul Agon, Chairman and CEO of L'Oréal; Alexandra Palt, L'Oréal executive vice president, chief corporate responsibility officer and executive vice president of the Fondation L'Oréal; and Adrien Koskas, global brand president of Garnier, laid out the Group's latest set of ambitions for 2030.

### Transforming activities; helping solve world challenges

The program has two main dimensions, 1. To transform the L'Oréal business to respect the planet's boundaries, and 2. Contributing to solving the world's challenges by supporting urgent social and environmental needs.

“We must transform our activities to stay within the planetary boundaries using scientific theory defining the environmental limits, and these efforts must include social inclusion,” explained Alexandra Palt, in her opening remarks.

Jean-Paul Agon, Chairman and CEO of L'Oréal, introduced the sessions, and said: “L'Oréal's sustainable revolution is entering a new era. The challenges the planet is facing are unprecedented, and it is essential to accelerate our efforts to preserve a safe operating space for humanity. We do so in our own business operations and in our contribution to the society at large. We know that the biggest challenges remain to come and L'Oréal will stay faithful to its ambition: operate within the limits of the planet.”

To work within planetary limits, L'Oréal has committed to achieving carbon neutrality at all L'Oréal's sites by 2025. The company will do this by improving energy efficiency and using 100% renewable energy.

In addition, 100% of the plastics used in L'Oréal's products' packaging will be either from recycled or bio-based sources by 2030; and L'Oréal will reduce by 50% per finished product, compared to 2016, its entire greenhouse gas emissions, also by 2030.



### Three pillar-strategy

To meet these goals, L'Oréal will use a strategy built on three pillars. The first involves transforming its own business so as to respect “planetary boundaries.”

The second pillar calls for empowering its business eco-system – including customers, suppliers and its consumers – in its transformation process so that they can make sustainable consumption choices.

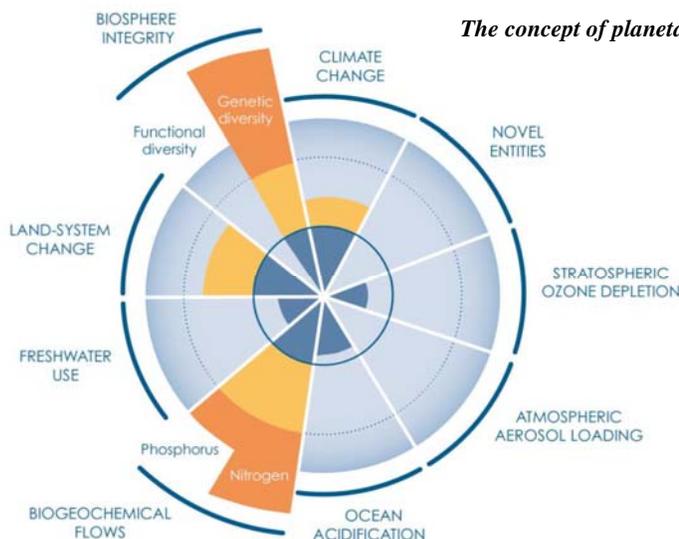
As part of this effort to empower its consumers to make more sustainable choices, L'Oréal has developed a *Product*

*Environmental & Social Impact Labelling* mechanism, scaling from A to E, endorsed by independent scientific experts and verified by an independent auditor, which will be progressively deployed for all brands and categories.

L'Oréal says that it is also making new commitments to ensure that its suppliers' sustainable development policies are as ambitious as its own, also for a 2030 deadline. Palt noted that these goals include having 100% of its strategic suppliers being paid a living wage.

*Continued on next page.*

### The concept of planetary boundaries



## L'Oréal unveils bold sustainability targets for 2030 *Continued from page 4.*

The third pillar focuses on contributing to solving the world's challenges by supporting urgent social and environmental needs. To do this, L'Oréal, through an unprecedented plan launched in May 2020, is allocating €150 million to address urgent social and environmental issues.

L'Oréal says that €100 million of the investment is earmarked for key environmental challenges: €50 million will be used to finance damaged natural marine and forest ecosystems restoration projects through a fund called the L'Oréal Fund for Nature Regeneration, and another €50 million will be directed to financing projects linked to the circular economy.

Plus, to help vulnerable women, L'Oréal is also creating a €50 million charitable endowment fund to support field organizations and local charities in their efforts to fight poverty, help women achieve social and professional integration, provide emergency assistance to refugee and disabled women, prevent violence against women, and support victims.

### L'Oréal: 15 years of sustainability history

L'Oréal has been pursuing sustainability goals for the past 15 years. Since 2005, the Group has reduced the carbon dioxide emissions of its plants and distribution centers by 78%, while production volume increased by 37%. At the end of 2019, L'Oréal had 35 carbon-neutral sites (meaning they use 100% renewable energy), including 14 factories.

In 2013, L'Oréal launched its Sharing Beauty with All sustainability program, which addressed the development of beauty products. Sustainability is now fully integrated into the design process of the Group's new products, from the earliest stages, says the company. Among the results, 85% of products created or renovated in 2019 had an improved environmental and social profile. And by end of 2019, L'Oréal has helped 90,635 people from disadvantaged communities find employment through the solidarity purchasing and inclusion programs.

**L'ORÉAL**  
FOR THE FUTURE



*Ardrien Koskas, Garnier Global Brand President*

### New labeling, more green from Garnier

L'Oréal's new Product Environmental & Social Impact Labelling launched in June with Garnier.

Ardrien Koskas, Garnier global brand president, announced that the brand would be launching its Green Beauty sustainable transformation initiative in July, which would be an "end-to-end approach to sustainability" that "aims to transform every stage of Garnier's value chain.

"Green Beauty will transform the way we do business," said Koskas. "We pledge to lessen our impact on the planet and innovate for a sustainable future. It will take time, but Green Beauty will transform Garnier, and we hope the beauty industry as a whole."

Garnier is already known for its natural formulas, use of sustainable and fair-trade ingredients, and bringing certified organic products to the mass skincare market. Under Green Beauty, the new labeling system is designed to inform consumers on the environmental and social impact of their products, empowering them to make more sustainable choices.



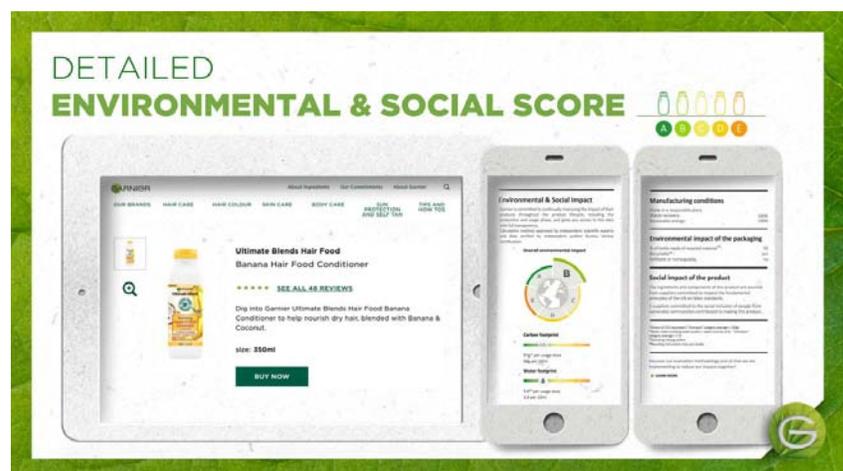
L'Oréal says that it plans to roll out the labeling to all of L'Oréal's brands and categories.

Using a phased approach, Garnier's main goal is to eliminate virgin plastic packaging for all its brands by 2025, saving 37,000 tons of virgin plastic per year. The goal this year is to save 7,000 tons of virgin plastic, which it will achieve by using by 100% recycled plastic for its Fructis bottles in the EU and US. Garnier has partnered with two NGO's to further its efforts to reduce the use of plastic: Ocean Conservancy and Plastics for Change.

During the Q&A portion of the presentation, Jean-Paul Agon noted that not only is sustainability the right thing to do, but that the effort is improving profitability.

"We are proving that this new business model works," he said. "A company like ours must take our role in protecting the planet."

Following the formal presentations, L'Oréal hosted an hour of webinars on environmental topics with L'Oréal and international experts.



## New Surface Protection Program for cruiselines, ferries and other travel outlets works on molecular level to protect against microbes

Cruise veterans Mark Lewis-Jones and Tony Murray of Taras Consultancy are bringing another cutting-edge safety product/service to travel retail with the **AEGIS Microbe Shield**.

The innovative new surface protectant is being offered by authorized sales agency Taras Consultancy, in partnership with AMPC Global, which has been granted exclusivity for cruise ships and ferries, and all maritime terminals, as well as some resorts, attraction parks, and airports, Lewis-Jones tells *TMI*.

What makes the AEGIS Microbe Shield different than other sanitizing treatments is that it forms a long-lasting antimicrobial polymer that **molecularly bonds** to the microscopic pores of any hard or soft surface. This molecular bond forms an optically transparent protective shield. Microorganisms are attracted to the coating's positive charge and at that point, the AEGIS shield inhibits the growth of microbes on the surfaces by neutralizing the microbes' natural cell wall protection. The antimicrobial treatment creates a bed of spikes that can puncture the cell wall of microorganisms.

It is offered under a PROTECT Surface Protection Program, which combines cleaning, disinfection, and the AEGIS Microbe Shield. A single application can provide on-going antimicrobial surface protection for up to 1 year. The treatment can prevent microbial growth on treated surfaces by up to 99.9% between regular cleanings, says the company information.

The AEGIS Microbe Shield can be applied to both hard and soft surfaces to control and prevent microbial growth, which means it can be used on fabrics as well as walls, floors and other surfaces, says Lewis-Jones.

The program also provides customers with communication items to demonstrate their commitment to surface protection, including decals and a completion certificate that can be prominently displayed (see below).

The **PROTECT Surface Protection Program** is already in use with the NY, NJ, and Toronto Transit Authorities, Nike and Under Armor athletic brands, Starwood and Shangri La Hotels, as well as pro sports teams such as Miami Heat, and top medical facilities in North America.

Tony Murray, CEO of Taras Consulting, says: "As people return to travel and get out for work and pleasure, they want to know that their safety and well-being are important to the businesses where they work and patronize."

### Protecting Surfaces

Murray explains that the system first protects surfaces that are frequently touched with AEGIS Microbe Shield 3-Step System, which includes cleaning and sanitizing, then applying AEGIS Microbe Shield by Microban. High touch surfaces include, but are not limited to, door handles, railings, elevator buttons, ATM cash machines, bathroom installations, poker chips, and slot machines.

"AEGIS is an added layer to any pre-existing cleaning and sanitizing program, and does not replace cleaning techniques, but assists them. Disinfectants and sanitizers, once dry, offer no protection to surfaces, and are subsequently vulnerable to microbial contamination. AEGIS protects those surfaces and ensures your company has taken the most effective steps to keep high touch surfaces cleaner, while complying with the most current norms, regulations, and laws governing cleanliness and safety, as we all move forward together out of this global health crisis," says Murray.

Also of critical importance, AEGIS is safe to use and will not leach into people's skin, clothing, or even into the environment, adds Lewis-Jones.

"In fact, the AEGIS Microbe Shield is the industry's leading durable anti-microbial technology, and has more than three decades of proven historical data. It is also used widely in consumer goods such as athletic apparel, diapers, wound dressings, and uniforms," he says.

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### CRUISE NEWS

#### Royal Caribbean Group acquires remaining interest in Silversea

Royal Caribbean Group has purchased the remaining shares of ultra-luxury Silversea Cruises, it was announced on July 10.

The move to full ownership comes two years after Royal Caribbean Group acquired a two-thirds share of the cruise line in July 2018.

Manfredi Lefebvre d'Ovidio, who took over the company from his late father, will serve as chairman of Silversea. Roberto Martinoli will remain the brand's president and CEO.

The remaining one-third stake held by Heritage Cruise Holding Ltd. was paid for in the form of 5.2 million shares of Royal Caribbean Group common stock, which represents about 2.5% of the total common stock.

#### Carnival Cruise Line delays *Mardi Gras* and *Radiance* launches

Carnival Cruise Line has delayed the launch of its newest ship, *Mardi Gras*, from November 2020 to February 2021. *Mardi Gras*, the first LNG-powered ship to operate in the Western Hemisphere, will now enter into service from Port Canaveral, Fla. on Feb. 6, 2021. Heinemann Americas is the retail concessionaire on the *Mardi Gras*.

Itineraries out of Port Canaveral for *Mardi Gras* departures from Nov. 14, 2020 to Jan. 30, 2021 have been cancelled.

Carnival also announced delay in the delivery of its transformed *Carnival Radiance*. The ship is under a \$200 million refurbishment in dry dock at the Cadiz, Spain shipyard, which was suspended this spring when the COVID-19 pandemic resulted in a nationwide lockdown. Carnival is now evaluating shipyard options to complete the transformation, but the ship is likely not going to be completed until the spring.

Carnival has announced new itineraries for *Carnival Breeze* and *Carnival Magic* as a result of the delayed launch of the *Carnival Radiance*.



## Diageo announces creation of first 100% plastic free paper-based spirits bottle

Diageo has created the world's first ever 100% plastic free paper-based spirits bottle, made entirely from sustainably sourced wood. The bottle will debut with Johnnie Walker in early 2021.

The bottle has been created through a new partnership with Pilot Lite, a venture management company, to launch Pulpex Limited, a new world-leading sustainable packaging technology company. To ensure that the technology can be used in every area of life, Pulpex Limited has established a partner consortium of world leading FMCG companies in non-competing categories including Unilever, and PepsiCo, with further partners expected to be announced later in the year. The consortium partners are each expecting to launch their own branded paper bottles, based on Pulpex Limited's design and technology, in 2021.

"We're proud to have created this world first. We are constantly striving to push the boundaries within sustainable packaging and this bottle has the potential to be truly ground-breaking. It feels fitting that we should launch it with Johnnie Walker, a brand that has often led the way in innovation throughout its 200 years existence," says Ewan Andrew, Chief Sustainability Officer, Diageo PLC. Pulpex Limited has developed a 'first-of-its-kind' scalable paper-based bottle designed and developed



to be 100% plastic free and expected to be fully recyclable. The bottle is made from sustainably sourced pulp to meet food-safe standards and will be fully recyclable in standard waste streams. The technology will allow brands to rethink their packaging designs, or move existing designs into paper, while not compromising on the existing quality of the product.

Pulpex Limited's technology allows it to produce a variety of plastic-free, single mold bottles that can be used across a range of consumer goods. The packaging has been designed to contain a variety of liquid products and will form part of Diageo's commitment towards Goal 12 of the United Nations Sustainable Development Goals: 'Responsible Consumption and Production.'

## Whyte and Mackay expands Fettercairn portfolio with 22 YO whisky

Whyte and Mackay has announced a new permanent addition to its core range of Highland single malt whiskies from Fettercairn Distillery.

Fettercairn 22 Years Old follows the recent release of its new 16 Years Old, and expands the core range from four to six whiskies, ranging from 12 to 50 Years Old.

Matured for 22 years in first fill American ex-bourbon casks, Fettercairn 22 was laid down in 1996 then recasked 13 years later in specially selected distillery run bourbon barrels.

This single malt showcases the signature tropical character derived from the ingenious copper cooling ring distillation process unique to Fettercairn, says the company.

Kirsteen Beeston, Head of International Malts at Whyte and Mackay, said, "In adding a further expression to the core range, we have significantly enhanced the flavor experience on offer at Fettercairn. We've also expanded consumer choice and demonstrated the exceptional quality of our aged stock at Fettercairn. Growing from four to six expressions reflects feedback we have received on the core range and the clear need to bridge the gap between the 12 and 28 Years Old. We are working hard to create a range of whiskies which honour the approach at Fettercairn, but also provide whisky drinkers with single malts showcasing the special character which sits at its heart."

Bottled at a high strength of 47% ABV, Fettercairn 22 Years is available exclusively in the UK from The Whisky Shop until the end of July, then via global whisky specialists, at an RSP of £200.



## Beam Suntory publishes Episode 4 of Spirits Speaker Series

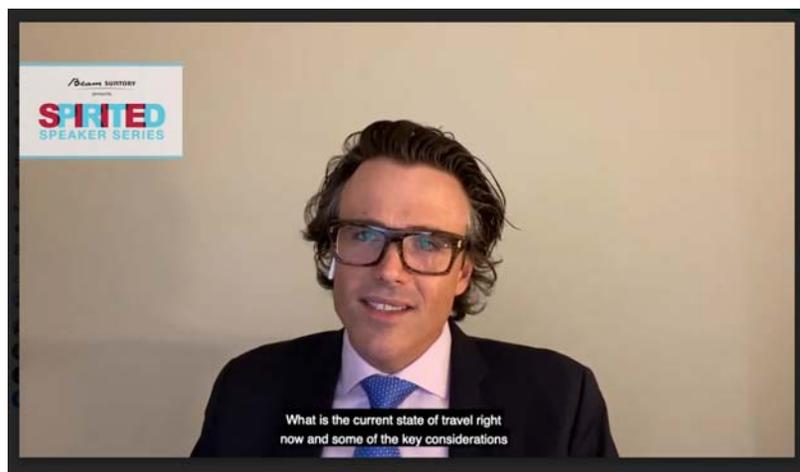
Beam Suntory has launched the fourth video from its Spirited Speaker Series, a series of short video interviews hosted by Ed Stening, Global Head of Travel Retail Marketing at Beam Suntory.

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'.

This month Stening sat down with Tom Mouhsian, Principal Analyst at Forrester Research and Aviation Expert to ask him a number of questions about how major airlines have responded to COVID-19 and what is likely to change in terms of the passenger experience as we prepare to return to the 'new normal'.

Based in Singapore, Mouhsian specializes in customer experience and provides consultancy helping companies to prioritize their efforts and build a stronger business case for CX transformations.

Unlike previous months, this new content has been split out into eight short videos relating to the questions asked. The full interview can be viewed [HERE](#), and part one [HERE](#).



Ed Stening, Beam Suntory Global Head of Travel Retail Marketing