

Inaugural ASUTIL/CEFSU Border Conference examines new Brazilian opportunities

By John Gallagher

The first Latin American Border Conference welcomed 170 registered delegates at the Sheraton Porto Alegre last week, who gathered to discover details of how the new land border duty free stores in Brazil will operate. The conference was jointly organized by South American duty free association ASUTIL and CEFSU, the Chamber of Uruguayan Free Shop Operators.

ASUTIL Secretary General Jose Luis Donagary explained that the organizers held the conference before the end of the year due to the numerous requests for information they had received. They chose the location of Porto Alegre because the major political force behind the new law authorizing duty free stores on the Brazilian side of the border emanated from that city, he said.

The presentations and networking sessions were designed to assist suppliers and operators make informed decisions for their business plans on the border, noted CEFSU Secretary General Carlos Loaiza. He also promised delegates that CEFSU would continue to lobby for regulations to assure that the border store operators in all Mercosur countries could compete on a level playing field. Loaiza hopes that the Brazilian border business grows to be as important as the Uruguayan business, where in some towns it accounts for more than 30% of employment opportunities for the population.

Store openings

The first speaker, Luiz Fernando Lorenzi, the regional head for the Receita Federal in Rio Grande do Sul province, confirmed that his organization had authorized the opening of seven stores from 8 applications, with the one remaining application still being reviewed.

According to official Customs data more than US\$600,000 had been invoiced by the stores that had opened up until the end of October and he expected this figure to rise substantially over the next few months.

Macro-economics impact

Argentine economist Carlos Melconian, discussing world and regional economies, noted that the short-term development of the world economy would depend on how the trade war between USA and China progresses. Together, both countries account for more than 40% of the total world GDP and if the tit for tat trade sanctions continue, a recession may be inevitable, he said.

Regarding Brazil, Melconian asked why Brazil has not been able to grow its GDP when the basic macro economy factors were showing favorable signs with low inflation, relatively low debt and a steady and competitive exchange rate? He argues that more economic and fiscal reforms may be necessary in addition to the recent pension reforms.



Border conference organizers ASUTIL Secretary General Jose Luis Donagary and CEFSU Secretary General Carlos Loaiza.

Argentina was a much more complicated case, according to Melconian. High inflation and an extremely volatile exchange rate combined with the need to negotiate a new deal with the International Monetary Fund will test the political abilities of the President-elect Alberto Fernandez, who is due to take office in December, he says.

mInd-set: Shopping behaviors

Maria Villanueva of mInd-set discussed the latest research results on the behavior of Latin American consumers at duty free border stores. Villanueva reports that the conversion factor at border stores was consistently higher than at airport stores given that shop visitors made a conscious effort of shopping for themselves or for gifts and many shoppers consistently pre-planned their shopping activities.

Shoppers tended to spend more and were generally more satisfied with the whole shopping experience. According to mInd-set, the outlook looks positive and further investments from operators in bigger and brighter stores seem to be the way ahead.

Continued on next page.

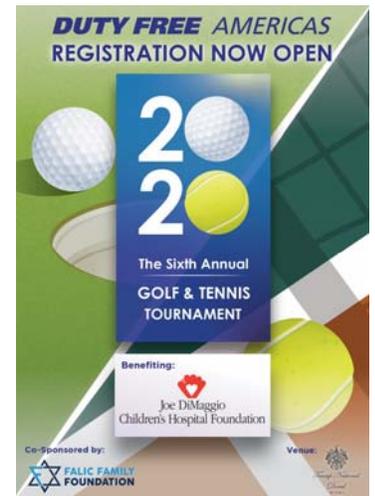
Brazil confirms increase in Border duty free allowance

The Brazilian Ministry of Economy has officially confirmed that the duty free allowance for travelers entering Brazil via a land border will increase from US\$300 to US\$500 from January 1, 2020. Ordinance No 601 confirming the new allowance has already been published in the State Gazette.

This measure follows on from a previous announcement on October 15, when the government confirmed that the duty free allowance for travelers arriving in the country by plane would increase from US\$500 to US\$1000.

Both measures had been announced by the country's President Jair Bolsonaro using his Twitter account earlier in October.

JG



Registration for the **2020 DFA Charity Golf Tournament** is now open. The event is taking place **February 6, 2020**. Please note there are 2 websites: For sponsorships, please visit [DFAGOLF.com](http://dfagolf.com) - <http://dfagolf.com/>

For all other purchases including golf, tennis, spa, vip reserved tables, raffle tickets, silent auction registration for mobile bidding etc, please visit **GIVESMART**: <https://dfagolf.givesmart.com>


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ASUTIL Border Conference outlines new Brazilian opportunities

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ASUTIL's Jose Luis Donagaray; economist Carlos Melconian, m1nd-set's Maria Villanueva, CEFSU's Carlos Loaiza, and Dufry's Gustavo Fagundes.

The morning session on Day One closed with an update from the five industry players who have opened stores over the past few months, with presentations from Dufry do Brasil, Free Shop Caraballat, New York Free Shop, Central Free Shop and Duty Free Americas.

Networking key element

Day two opened with networking sessions linking up established retailers and new store operators with suppliers in the morning, followed by the conference after the morning coffee break. Jose Luis Donagaray told *TMI* that they felt that it made sense for retailers and suppliers to get together again quickly after their meetings the first day and also ensured a big turnout for the conference sessions which would provide useful information for those who had little experience of doing business in Brazil.

Operators and suppliers agreed that the networking sessions were among the most important features at the conference.



Frederico Antunes

Local politician Frederico Antunes kicked off the Day Two presentations. Antunes is generally credited as the politician who pushed to get the duty free border law enacted in the Brazilian parliament, and ensure that provinces and cities passed the accompanying legislation to allow shops to open on a local level.

Antunes confirmed that the current legislation allows 33 Brazilian cities to open border duty free stores. He said that so far six stores had opened: Dufry do Brasil, Central Free Shop, Brasil Free Shop and New York Free Shop in Uruguaiana, Free Shop Caraballat in Jaguarão and Emporio Duty Free in Barra do Quarai.

Antunes said that seven additional stores would open before the end of the year, including DFA in Uruguaiana; Free Shop Maua in Porto Maua and Brasil Free Shop in Quarai. In Foz do Iguacu, he expects that DFA and Sky Duty Free will open shortly along with Top Internacional in Guajira – Mirim and an independently owned store in Bonfim.

He also said that President Bolsonaro would follow through with his twitter announcement and increase the border duty free allowance from \$300 to \$500 (Note: this is now confirmed, see sidebar on page 1).

Antunes concluded by saying that frontiers and borders should

Frederico Antunes

never divide people but bring them together. “The terrestrial border duty free project will bring Brazilian residents closer to their neighbors who lived only a few kilometers away but, in another country,” he emphasized.

Experts share details

Diego Licio, President of the CZFU, the Uruguayan Chamber of Free Zones, discussed the benefits of the Free Zone system in Uruguay.

“Brazilian retailers will be able to benefit tremendously from the Uruguayan Free Zone logistics system,” explained Licio. “Already several companies are offering logistics services from Uruguayan Free Zones to border stores in Brazil and we expect this segment to grow in the short and medium term.”

Oscar Bentancur, founder of foreign trade consultants Via Balcão, shared his knowledge of how to conduct business with Brazil, explaining the history of cross border trade between Brazil and neighboring countries. He urged suppliers to ensure the accuracy of their invoices and other commercial documents, warning that even though goods were exported to Brazilian duty free shops, invoices and packing lists had to be exact; and pallets and other packing materials had to conform to normal Brazilian legislation.

Errors would lead to fines for the importing company, he said.

Bentancur also pointed out that Brazilian duty free shops are not totally duty free – operators are exempt from paying import duties but there are certain state and provincial taxes which still must be paid. In some categories, these can be as much as 15% of the invoice value. Although some of these taxes may be revised and their application simplified, Bentancur said they will not disappear.

The conference closed with summations from Jose Luis Donagaray and Carlos Loaiza, with Donagaray commenting that the organizers hope to make this an annual event. “We are already looking for a location for the next event and find a date that suits all parties,” he said.

Enrique Urioste, president of CEFSU and ASUTIL President **Gustavo Fagundes**, thanked the delegates for attending and promised that future events would take into account recommendations and suggestions from attendees.

Urioste closed saying that he could still recall his first meeting with Deputy Frederico Antunes when Antunes was starting the long road to get the legislation in place to allow the new business segment to be established. He congratulated Antunes on his tenacity and stated that he fully believed that the new Brazilian border business would benefit everyone involved in the Latin American duty free trade.

John Gallagher



Operators of the new Brazil border stores.

Genting, Starboard and DFS Group announce the first ever DFS T Galleria at Sea onboard Dream Cruises' new Global Class ships

GENTING
CRUISE LINES

Genting Cruise Lines and Starboard Cruise Services continue their long-standing partnership with the announcement of the first-ever DFS T Galleria at sea on board Dream Cruises' two new Global Class ships, *Global Dream* and her yet-to-be-named sister ship.

When they enter into service in 2021 and 2022, the 208,000-ton ships will be the world's largest cruise ships by passenger capacity.

The Global Class ships have been specifically designed for the Asian cruise market, and with 2,350 passenger cabins, will be able to accommodate 9,000-plus passengers and 2,500 crew during peak holiday seasons.

The ships will feature the very first DFS T Galleria at sea, showcasing DFS Group, the leading luxury travel retailer on land. DFS and Starboard are both Selective Retailing Houses within LVMH Moët Hennessy Louis Vuitton, and will "leverage each company's expertise for an unsurpassed shopping experience," says the company announcement.

Dream Cruises' Global Class luxury and upscale retail offerings will feature nearly 18,000 square feet of retail space across various categories, including Fashion and Accessories, Beauty & Fragrance, Watches & Jewelry, and Food & Gifts.

This tri-party partnership will also offer guests the most seamless shopping experience across their entire vacation journey, whether they are shopping from the comfort of home, on board the luxurious

Global Dream, or on land at T Galleria boutiques. It covers best prices, authenticity and service support.

"Dream Cruises is delighted to continue its long-standing collaboration with Starboard and to welcome the first DFS T Galleria at sea on board our new Global Class ships," said Kent Zhu, President of Genting Cruise Lines.

"With Genting Cruise Lines' over 25 years of experience operating cruise ships in Asia, we know that retail and shopping is an important component of our guests' vacation plans, and we are excited to have the highly coveted brands that both Starboard and DFS represent available on our ships," said Zhu.

"We're extremely proud of the partnership we've established with Dream Cruises over the years and are even prouder to join forces on these two record-breaking ships. We are also excited to bring together, for the first time, Starboard and DFS Group. We're both industry leaders in catering to the Asia traveler — both on land and at sea. Now, our combined expertise will elevate the cruise shopping experience to new heights," stated Lisa Bauer, CEO and President, Starboard Cruise Services.

The retail offering will include a combination of brand firsts, product introductions, and activations, culminating in a seamless experience that is specifically curated for the Global Class guest.

Ed Brennan, Chairman and CEO, DFS Group, declared, "DFS is proud to partner with its sister company, Starboard, on this first-of-its-kind travel retail opportunity. Starboard's unmatched expertise in cruise retail, coupled with DFS' skill in curating exceptional products and experiences for the global traveler, make it the perfect match for the world's two largest passenger cruise ships."



At the signing ceremony are (front row, from left) Ed Brennan, Chairman and CEO, DFS Group; Kent Zhu, President - Genting Cruise Lines; Lisa Bauer, CEO & President, Starboard; (back row from left) Simon Ho, Vice President, Guest Experience & Onboard Revenue, Genting Cruise Lines; Brenda Baty, Chief Commercial Officer, Starboard; Lisa Baldzicki, Chief Merchandising Officer, Starboard; Christine Li, Senior Vice President, Marketing, Genting Cruise Lines; and Derek Wong, Vice President & General Manager, Asia, Starboard.

DFS' T Galleria department stores offer a renowned assortment of the world's preferred luxury brands, exceptional retail environments, highly personalized services and unique experiences tailored to traveling customers.

Starboard holds a dominant market share and after more than a decade in the region is the cruise retail leader in Asia. The company currently operates ten ships in the region, more than any other cruise retail operator.

Dream Cruises and Starboard's partnership in retail began with the cruise line's first ship, *Genting Dream* in 2016 and continued through its subsequent ships, *World Dream* in 2017 and *Explorer*

Dream in 2019.

Innovations include launching the world's first Dior boutique at sea and the first Tiffany & Co. boutique at sea in Asia.

The *Genting Dream* and *World Dream* have again been ranked in the Top 10 'Large Resort Ship' in the latest edition of the well-respected Berlitz Cruising and Cruise Ships 2020—the only two highly ranked cruise ships to homeport year-round in Asia.

"As Asia's first luxury cruise line, working with Starboard and DFS was a natural partnership. We look forward to collaborating with our valued travel retail partners on this groundbreaking new venture," said Zhu.



T Galleria by DFS, Hong Kong, Canton Road



Surging U.S. tourist arrivals push Caribbean to new records

Tourist arrivals to the Caribbean increased by a solid 9.7% during the first half of 2019, reaching 17.1 million between January and June.

This is 1.5 million more than in the corresponding period in 2018, reported the Caribbean Tourism Organization (CTO) during the World Travel Market last week.

CTO Chairman Dominic Fedee said this performance was more than double the global average of 4.4%.

The strong growth was propelled by a 20.2% increase in tourist arrivals from the United States market, which totaled a first half record of 8.9 million overnight international tourists.

According to National Travel and Tourism Office (NTTO), outbound trips by U.S. residents to the Other Countries (excluding Canada and Mexico) increased by 9.9%, with those to the Caribbean growing by 17.5% in the first three months of 2019.

With the exception of June, during which tourist arrivals grew by 5.4%, double-digit

increases were recorded in each month so far. These increases occurred at decreasing rates and ranged from a high of 36.2% in January to a low of 16.7% in May. Overall, the rate of growth in the second quarter (13.7%) was slower than the first-quarter rise of 27.2%.

Regionally, 19 out of 21 Caribbean destinations recorded increases during the period. Of this group, St. Maarten (242.1%) and Anguilla (181.9%) turned in triple-digit growth and 12 Caribbean nations -- Antigua & Barbuda, Aruba, the Bahamas, the Cayman Islands, Cuba, Curacao, Dominica, Guyana, Jamaica, Puerto Rico, St. Kitts & Nevis and St. Vincent & the Grenadines-- recorded increases in excess of 10.0%. In contrast, only two destinations registered declines in American visits: Bermuda (-5.6%) and Grenada (-0.5%).

During the same period, 2.1 million Canadian tourists stayed in the region, up by 2.4% compared to the same period last year.

On the downside, tourist arrivals from the European market were flat, registering a marginal 0.4%

increase to 2.9 million trips. The UK market was down by 1.7%, mainly due to significant declines in Cuba, which fell by 22%, and the Dominican Republic, down by 15.3%.

The CTO credits the growth in tourism arrivals to increased air capacity between the region and major sources, expansions in accommodations and the positive positioning of the destination brands in the various source markets.

Cruise demand in the Caribbean was also strong, reaching a record 16.7 million cruise visitors in the first six months of 2019, 1.3 million more than in the same period of 2018, reports the CTO. The present rate of growth is estimated to be 8.1%, eclipsing that for similar periods in the last four years.

Based on current trends, and considering the various global issues including Brexit and trade wars, the CTO is forecasting an increase of between five and seven per cent in stayover arrivals and four to five per cent rise in cruise passenger visits.



Cruise Industry veteran Robin Rosenbaum-Andras on the move

Robin Rosenbaum-Andras, Starboard Cruise Services SVP Marketing, following an extensive tenure with the LVMH Moët Hennessy Louis Vuitton company, will be stepping down in order to start her own marketing and branding consultancy.

"After twenty-five rewarding years with Onboard Media and Starboard Cruise Services, it's with mixed emotions that I announced my departure," Rosenbaum-Andras tells *TMI*.

"While I'm very excited to fulfill a lifelong dream of starting my own marketing and branding consultancy, I'll surely miss the exceptional people I've had the privilege of working with on a daily basis. I care deeply about the company and its people and I'm committed to supporting a smooth transition to my successor before the end of the year," she says. "I'm grateful to have been a part of LVMH for the majority of my career and eager to leverage my expertise in my new business in 2020."

Rosenbaum-Andras has long been a fixture in the cruise and travel retail industry, representing the company at high profile media events, new ship launches and at global conferences. We expect to see her continued presence in the industry where she has cultivated deep relationships, albeit in a new capacity.

Estée Lauder extends Re-Nutriv Ultimate Diamond skincare range

Estée Lauder's potent New Re-Nutriv Ultimate Diamond Transformative Energy Dual Infusion skin treatment is now available in downtown and airport travel retail locations worldwide.

The treatment combines a double concentration of Black Diamond Truffle Extract with Re-Nutriv's latest youth-sustaining technology to produce skin that feels firmer, and looks more sculpted, radiant and even-toned.

The product is presented in a dual-chambered bottle that keeps each serum apart to maintain optimal pH level and to preserve their potency. The two serums are blended upon application.

The golden vial holds a renewing elixir that helps energize skin and fortify its natural collagen.

The platinum vial holds a retexturizing radiance elixir that contributes to an even-toned look and smoother skin texture.

The brand says that the latest Re-Nutriv offers a light, hydrating texture designed to absorb quickly within skin's surface. It is infused with South Sea Pearls and Refined 24K Gold.

Re-Nutriv has been at the forefront of epigenetic research in skincare for over a decade. The New Re-Nutriv Ultimate Diamond Transformative Energy Dual Infusion premieres SIRT-2 technology, its latest development in the emerging field of mechanobiology that works on ageing skin cells.

This new technology adds to Re-Nutriv's SIRT-1, SIRT-3 and patented SIRT-6 youth-sustaining technologies, which target multiple anti-aging pathways, including promoting the lifespan of skin cells and their natural ability to produce energy.



Duty Free Dynamics highly rates Cannes debut

Panama-based “Master Franchisor” Duty Free Dynamics (DFD) welcomed more than 200 guests at its showroom located across the Palais des Festivals during TFWA in Cannes last month. Operators, partners and brands visited the 2-section showroom where DFD exhibited its Sunglasses, Footwear and Outdoor & Travel Gear products in one area and Toys, Electronics and Watches in the other.

Visitors also had an opportunity to preview novelties and limited editions coming in the Spring/Summer 2020 season.

“Our visitors enjoyed a great service and attention from our commercial team in a comfortable and relaxed environment,” commented DFD CEO Nicolas Dobry. “As Master Franchisor for the Americas and Caribbean, and looking forward to next year, DFD’s team will continue to be focused on developing new relationships and expanding our portfolio with new and exciting brands, surely to be welcomed by our growing customer base,” said Dobry.



DFD CEO Nicolas Dobry & Tatiana Pinto, LEGO Brand Manager.

Watches

Among the highlights of the products featured by DFD in Cannes was a full array of high-end, mid-range and fashion brands from DFD’s flagship watch category.

These included the ORIS Aquis Date Relief, a high-performance diver’s watch; the FREDERIQUE CONSTANT Horological Smartwatch for ladies; and the LUMINOX Navy SEAL 3500 Series.

Seiko extended the launch of its Seiko 5 Sports model, offered in a broad array of styles. Timex presented its durable Command Urban Collection.

The DFD commercial team was joined and supported by Mariano Riaboi, Vice President of Sequel (GUESS) for the Americas and Pierrick Marcoux, International Marketing Manager for Luminox.

Toys

Duty Free Dynamics carries a full range of Lego products from Duplo blocks to the Architecture themes. The featured product in Cannes was Hidden Side, a creative building toy, tech toy and Augmented Reality (AR), all rolled into one game in which kids can build a multi-layered model, then use a free interactive AR app to hunt and trap ghosts.

LEGO’s Simon Stansfield Bast, Head of Sales for Travel Retail Americas and Mogens Laursen, Vice President for Travel Retail, joined DFD for a meet and greet.

Electronics

DFD reports that AfterShokz was the sensation in the Electronics cluster, with its revolutionary bone conduction technology and open ear design. The new Aftershokz Aeropex provides more dynamic bass, higher volume and less vibration.

Travel Gear

Samsonite now represents more than travel bags, offering a full assortment of travel accessories including pillows, wallets, locks and scales. Osprey with its innovative, high-quality backpacks is now complemented by Hydro Flask, the award-winning leader in the field of insulated bottles.

Rosine Dallos Jabbour, Samsonite’s Sales Director for “CECAC” (Colombia, Ecuador, Central America & Caribbean) was also in attendance.

Footwear

DFD’s Footwear division presented golf shoes by ECCO, casual designs from Toms colorful espadrilles, and Teva signature sport sandals.



Above:
The DFD team in Cannes.

Right: Samsonite’s Rosine Dallos Jabbour with DFD’s Arnaud Ryser.



Duty Free Dynamics and Seiko treat Mexico City passengers to a Day of the Dead special treat



On November 1, Duty Free Dynamics reactivated the Seiko Pop-up Shop at Dufry’s high-end, luxury brands store in Terminal 1 at Mexico City International Airport. The Pop-Up had originally launched in September.

Since this is the date of famous Mexican holiday “Dia de los Muertos” (Day of the Dead), Seiko treated all visitors with “Dead Man’s” bread and coffee of their choice, in a setting provided by Master Franchisor DFD.

“This launch event was a great way to introduce or reintroduce the Seiko brand to passengers. It was an experience beyond what the store usually does,” commented Monica Martinez, Seiko Brand Manager at DFD.

The “out of the box” event was a real success and generated substantial traffic to the store, reports DFD. In 8 hours, more than 300 visitors came across the Pop-Up to discover Seiko, and more than 200 breads and coffees were shared with visitors.



SUSTAINABILITY

L'Occitane to embark on Plastic Odyssey journey that will recycle plastics into useful products

French luxury beauty brand L'Occitane has teamed up with Plastic Odyssey to support its three year sailing expedition to raise awareness of plastic pollution in the oceans.

The 40,000 nautical mile journey will feature 33 stopovers on the most polluted coasts of Latin America, Asia and Africa, where the crew will demonstrate the economic value and benefits of recycling plastic waste.

Protecting the environment and promoting fairness have always been important values for L'Occitane. The company is keen to play a key role in the fight against plastic waste, and is giving its support to this first around-the-world boat expedition, which will focus on the pollution of our oceans from the land.

The Vessel for the expedition was previously an oceanographic research vessel—the 40-foot long *M/V Victor Hensen*. It will remain under construction until Spring 2020. Its departure around the world is planned for Autumn 2020, and the voyage will include stops in Santa Domingo, Dominican Republic, Port-au-Prince, Haïti and Kingston, Jamaica in the Caribbean as well as Costa Rica, Columbia, and Equador in Latin America.

Plastic Odyssey, based in Marseille, is dedicated to developing a circular economy, recycling used plastic into useful products.

The Plastic Odyssey project was initiated by a team of engineers and officers of the Merchant Navy, motivated to find solutions to bring an end to the dumping of plastic waste in the ocean.

The team has been setting up an expedition around the world on an innovative laboratory vessel that will tackle plastic pollution through sorting and recycling plastic waste, driving the boat through the use of pyrolysis (a thermal decomposition).

The back of the vessel will consist of a recycling workshop. Machines will be brought on-board and tested, improved and adapted depending on local challenges faced throughout the expedition. This space will act as a floating demonstration of innovative recycling centers that could be installed on land.

The aim is to inspire local professional networks throughout the world to create their own plastic recycling centers.



The 40-foot-long M/V Victor Hensen is being converted into the Plastic Odyssey for a round-the-world journey designed to help end plastic pollution of the ocean.

The front of the vessel will be dedicated to waste reduction: the crew's cabins will act as a source of inspiration for the zero waste hotel rooms of tomorrow, and the kitchen as inspiration for restaurants.

The objective of this expedition is to travel around three continents which are the most affected by plastic pollution (Africa, Latin America, and Asia) in order to develop and spread a low-tech and

open-source recycling models.

By proving that plastic waste must be collected, not only because it acts as a pollutant, but also because it has value, the impact of this worldwide odyssey will be environmental, social and economic.

Plastic Odyssey will have 20 crew members on-board consisting of marine professionals, engineers, anthropologists, volunteers, directors, and photographers.

INVICTA Travel Retail Group

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This is an entry to mid-level position with lots of opportunity to grow and learn in a fast pace growing business.

Responsibilities

Manage and analyze inventory for client retail partners
Identify potential opportunities
Sales and stock forecasts

Visit ships to train, merchandise ships and identify needs and areas for growth
Work with small team in all phases of the travel retail business

Requirements:

2 to 4 years Retail experience preferred in the planning and merchandising area
Weekend ship visits and travel required
Undergraduate degree preferred
Effective communication skills both written and oral
Strong analytical skills and knowledge of Retail math
Adaptability - Team player
Willingness to work in all phases of the business

Salary commensurate with experience.

Please send resume to
kathyelevine@gmail.com

Diageo Global Travel announces two new Game of Thrones limited edition whiskies

Diageo Global Travel has released two new Scotch whiskies by Johnnie Walker in collaboration with HBO Licensing & Retail, celebrating the legacy of the HBO series Game of Thrones.

The limited edition whiskies are inspired by the iconic houses of Westeros – House Stark and House Targaryen – and are successors to White Walker by Johnnie Walker, which launched in 2018.

The two whiskies-- A Song of Ice from House Stark and A Song of Fire from House Targaryen -- are represented by their house sigils – the Direwolf and the Dragon – which adorn each bottle.

In another nod to the interactions between the two Houses in the show's storyline, Johnnie Walker's iconic Striding Man uncharacteristically faces backwards on the bottle of A Song of Fire, revealing a face-off with the Striding Man on the A Song of Ice bottle when paired side-by-side.

Anna MacDonald, Diageo Global Travel's Marketing and Innovation Director, said: "We are delighted to announce the launch of these limited edition whiskies, following the successful White Walker by Johnnie Walker release in travel retail.

"Our team are continuously striving to provide unique product innovations, alongside interactive shopping experiences for both our retailers and consumers.



The two new Johnnie Walker limited edition Game of Thrones whiskies-- A Song of Ice from House Stark and A Song of Fire from House Targaryen -- are available from DFS at JFK International airport in NYC at Terminal 4.

Photo by M. Pasternak.

"With this in mind, we'll be bringing the launch to life with beautiful in-store displays, dragon and direwolf sculptures and sensory whisky aroma units in selected airports."

Johnnie Walker A Song of Ice features Clynesh single malts from north Scotland. The bottle design evokes an icy setting with frosted blue and gray colors inspired by the North.

Johnnie Walker A Song of Fire is rich and spicy, with peated malts of the Caol Ila distillery. Inspired by the dragons of House Targaryen, the bottle design evokes a fiery setting with deep-red colors.

"The Game of Thrones audience continues to both engage with the culture fostered around the series and look for the special collectibles that let it live on. After seeing the excitement there was for White Walker by Johnnie Walker, we are thrilled to celebrate the end of an epic tale by offering more quality whisky for fans of the show and whisky enthusiasts to collect and enjoy," said Jeff Peters, Vice President, Licensing & Retail at HBO.

Johnnie Walker A Song of Ice and Johnnie Walker A Song of Fire will be available in leading airports globally from October 2019 until supplies last, with an RRP of £38 per bottle for 1L.

Whyte & Mackay Travel Retail unveils new GTR exclusive collection from The Dalmore

Whyte & Mackay Travel Retail revealed three new, permanent global travel retail (GTR) exclusive additions from The Dalmore, at the TFWA World Exhibition & Conference in Cannes.

The three new expressions – The Trio, The Quartet and The Quintet – feature a 3-cask, 4-cask and 5-cask finish respectively and are inspired by the iconic single malt whisky King Alexander III which, with its 6-cask finish.

They will be available on GTR shelves from July 2020, with airport retail store activations planned from September 2020.

The **Trio** (1 litre, RSP £69.999 / €78.99/ \$94.99) has three cask finishes of first fill ex-bourbon, 10 Year Old Tawny Port and 30 Year Old Matusalem sherry.

The **Quartet** (1 litre, RSP £84.999 / €95.99 / \$109.99) is finished in four casks -first fill ex-bourbon, 30 Year Old Matusalem sherry, 30 Year Old Apostoles sherry and Bordeaux Cabernet Sauvignon.

The **Quintet** (70cl, RSP £99.990 / €112.990 / \$129.99) boasts a five cask finish in casks that previously held sweet and rare Moscatel, Malmsey Madeira, 30 Year Old Matusalem sherry, 10 Year Old Port and Bordeaux Cabernet Sauvignon.

The packaging of The Trio, The Quartet and The Quintet has been designed to highlight the premium quality of The Dalmore, with a larger, more prominent metallic Royal Stag emblem adorning each bottle.

Whyte & Mackay Director of Global Travel Retail Richard Trimby said: "The Dalmore brand is growing from strength to strength. It is now the No. 5 single malt whisky by volume in GTR, with its value increasing by 950% between 2010 and 2018.

"Travel Retail remains a major focus for The Dalmore and we are continuing to invest in innovation to reinforce its positioning at the apex of Malt Whisky, to drive value growth for our customers and offer travel retail exclusives that attract passengers in to store."

