



## CDC extends its cruise ship no sail order through Oct. 31, 2020

The Centers for Disease Control and Prevention (CDC) extended the no-sail order for cruise ships that was due to expire on Sept. 30 for another month. With the new update, the order is now in effect through October 31, 2020. This order applies to passenger ships with the capacity to carry at least 250 passengers in waters subject to U.S. jurisdiction.

The decision was not unexpected, especially since Cruise Lines International Association's voluntary suspension regarding ships calling on U.S. ports is also in effect through Oct. 31.

"The continued spread of the COVID-19 pandemic worldwide, risk of resurgence in countries

that have suppressed transmission, ongoing concerns related to restarting of cruising internationally, and need for additional time to assess industry measures to control potential SARS-CoV-2 transmission on board cruise ships with passengers without burdening public health, support continuation of the No Sail Order at this time," said the CDC in its statement.

Cruise industry workers in Miami protested the renewal of the no sail order, since most have not been able to work since March.

According to media reports, the CDC was considering to

extend the ban through February 2021, but was over-ruled by the Trump administration. Cruise industry representatives were scheduled to meet with President Trump on Friday to discuss their plans to provide safe sailing in order to prevent the no-sail order from being extended again.

As reported in *TMI 21-33*, CLIA announced its own mandatory health protocols last week for its members, which include 95% of the industry. The protocols include testing all passengers and crew for the novel coronavirus, mask-wearing, physical-distancing measures, and improved ventilation.

## Tampa launches first in the nation COVID-19 airport testing for all departing and arriving passengers

Tampa International Airport, in partnership with BayCare Health System, has launched the first U.S. airport testing pilot to offer two types of FDA-approved COVID-19 tests for all departing and arriving passengers.

The testing site, located inside the Main Terminal, will offer both the rapid antigen test and Polymerase Chain Reaction (PCR) test. PCR nasal swab test results are the most accurate and broadly accepted internationally.

Travelers will be able to purchase either test regardless of which airline they're booked on, their gate location or destination.

Testing will be offered on a walk-in basis from Oct. 1 to Oct. 31, seven days a week from 8 a.m. until 2 p.m. The pilot will be open to all ticketed passengers who are flying or have flown within three days and can show proof of travel. The PCR COVID-19 test costs \$125 and the antigen test costs \$57.

At many destinations around the world, government health agencies are requiring travelers to provide a negative PCR test result to avoid quarantine or other restrictions upon arrival. Passengers departing from Tampa who require negative PCR tests are advised to take the test three days before departure and can expect results within 48 hours.

The antigen test produces results in 15 minutes.

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## DFS names Vuchot new Chairman and CEO

Benjamin Vuchot has been appointed Chairman and CEO of DFS, effective January 2021. Ed Brennan, who has led DFS for the past three years, will resume his former role as a full-time member of the DFS Board of Directors in January after completing a three-month handover with Benjamin.

The announcement was made this week by DFS shareholders LVMH Group and Robert Miller.

Vuchot returns to DFS after three years as President of Sephora Asia. He first joined DFS in 2011 as President Asia North, leading the company's operations in Hong Kong, Macau, China and Korea and driving several significant expansion initiatives.

"I am delighted that Benjamin is returning to DFS. He has shown strong leadership and a drive for results throughout his career. Over the last three years, he has built Asia into a pillar of global Sephora, expanding its footprint and building a strong organization. His passion for retail and understanding of digital innovation will be invaluable to DFS as the company continues to develop by meeting the evolving expectations of travelling customers," said Bernard Arnault, Chairman and CEO, LVMH Group.

"As I welcome Benjamin as the new leader to take DFS into the future, I want to thank Ed for steering DFS through one of the most challenging times in the company's 60-year history. He has provided clear direction and a very steady hand to the organization, as well as an unwavering commitment to our customers during a crucial period of uncertainty and change. We look forward to continuing to benefit from his advice on the Board of Directors," said Robert Miller, co-founder of DFS.

"It has been an honor to lead DFS for the past three years. With adversity comes strength, and DFS is stronger now than it has ever been. I am very proud of all we have accomplished, and of the powerful momentum we have created to drive our success in a new retail environment," said Ed Brennan.

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## #TimeToEndBreastCancer, Estée Lauder's 2020 Breast Cancer Campaign is more than a Ribbon

The Estée Lauder Companies Breast Cancer Campaign's creative for 2020 features a single, bold Pink Ribbon—the globally recognized symbol for breast cancer.

This year the company says that it represents much more than a ribbon-- it is a symbol that unites.

Every 15 seconds, somewhere in the world, a woman is diagnosed with breast cancer—and that is far too many.

The Campaign says that we are united in hope around the shared goal:

it's #TimeToEndBreastCancer.

The message is more true now than ever. As a result of the coronavirus pandemic, all of those impacted by the disease, especially the breast cancer community, face more risk and vulnerability. It is crucial to support one another as well as medical research, all of those currently living with breast cancer, vulnerable groups who may face a disparity in access to healthcare, and the doctors, nurses and caretakers on the front lines.

The mission is to create a breast cancer-free world.

The Estée Lauder Companies has been a leader in the global breast cancer movement since Evelyn H. Lauder co-created the Pink Ribbon and started The Campaign in 1992.

The Campaign has raised more than \$89 million globally for lifesaving research, education, and medical services. Of this, more than \$73 million is funding 293 medical research grants through the Breast Cancer Research Foundation, the highest-rated nonprofit breast cancer organization in the U.S. founded by Evelyn H. Lauder in 1993.

This year The Campaign will take the following actions to unite people virtually around the globe through digital events. It will launch a new social media call to action to raise funds for BCRF, asking people to show their Pink Ribbon and share what it means by using the hashtags [#TimeToEndBreastCancer](#) and [#ELCdonates](#).

For every public, in-feed Instagram or Facebook post during the month of October featuring both hashtags together, [@esteelaudercompanies](#) will donate \$25 to [@bcrfcure](#) up to \$100,000—because it's always been more than a ribbon.

The Campaign will also illuminate buildings, monuments and landmarks worldwide in glowing pink lights to raise awareness of breast health, including the Empire State Building in New York City and the Eiffel Tower in Paris; mobilize employees worldwide to unite in action to support more than 60 breast cancer organizations around the world; produce and distribute informative materials and pink ribbons worldwide and drive donations to BCRF through [ELCompanies.com/BreastCancerCampaign](#).

This year, 20 of The Estée Lauder Companies' brands will support The Campaign's mission: AERIN, Aveda, BECCA, Bobbi

Brown, Bumble and bumble, Clinique, Darphin, DKNY, Donna Karan, Dr. Jart+, Estée Lauder, GLAMGLOW, Jo Malone London, La Mer, Lab Series, Origins, Prescriptives, RODIN olio lusso, Smashbox, and Tom Ford Beauty. Each will sell Pink Ribbon Products or make donations to BCRF and/or other charitable organizations around the world.

These products are not being offered in travel retail this year, however.

William P. Lauder, Executive Chairman of The Estée Lauder Companies Inc., affirms The Campaign's mission and honors the legacy of his late mother stating, "Today, I am more proud than ever of the positive impact we have made in the breast cancer community and against the disease. Our dedication remains unwavering, uniting our global community in action, to bring us closer to a cure."

## EU to take legal action against the UK for breaking the Brexit deal over Northern Ireland

In Breaking News, the European Union has announced that it will begin legal action against the UK after Boris Johnson's government announced plans to break the terms of the Brexit deal the two sides agreed to in 2019.

The UK government has introduced new legislation allowing it to break international law by disregarding parts of its withdrawal agreement with the EU, reports *Business Insider*.

Johnson's government last month produced a new Internal Market Bill which allows the UK to breach parts of the Brexit withdrawal agreement with the EU — specifically covering the status of Northern Ireland.

The European Union called on Johnson's government to withdraw the legislation. The UK prime minister refused to do so and can secure parliamentary approval before the end of the year due to his commanding majority in the House of Commons.

Media reports say that European Commission President Ursula von der Leyen has prepared a draft "letter of notice" triggering action against the UK.



## DFS names Benjamin Vuchot new Chairman & CEO

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"I am excited to return to DFS at this critical juncture, when travel retail is facing both incredible opportunities as well as unprecedented challenges. DFS has long been known for its strong brand relationships and for the unparalleled retail experiences it creates through its global network of Gallerias and airport locations, but it has also made significant strides in ecommerce and digitalization. I believe DFS is entering the most significant phase in its history, and I look forward to being part of this journey," said Benjamin Vuchot.

## Tampa launches COVID-19 airport tests; IATA calls for systematic pre-departure testing

*Continued from page 1.*

The antigen test is most accurate within five days of the onset of symptoms, and offers an added layer of same-day reassurance for travelers arriving at or departing TPA.

Tampa International Airport CEO Joe Lopano says that TPA is serving a growing market for international travel, and has a responsibility to explore safe, rapid and affordable ways to keep travelers as safe and healthy as possible.

For more information about the TPA COVID-19 pilot program, go to <https://baycare.org/TPA-Testing>.

### IATA Calls for systematic COVID-19 testing before departure

Tampa International Airport's pilot program follows a call by the International Air Transport Association (IATA) for the development and deployment of rapid, accurate, affordable, easy-to-operate, scalable and systematic COVID-19 testing for all passengers before departure as an alternative to quarantine measures.

In order to re-establish global air connectivity, IATA is working through the International Civil Aviation Organization (ICAO) and with health authorities to implement this solution quickly.

"The key to restoring the freedom of mobility across borders is systematic COVID-19 testing of all travelers before departure. This will give governments the confidence to open their borders without complicated risk models that see constant changes in the rules imposed on travel. Testing all passengers will give people back their freedom to travel with confidence. And that will put millions of people back to work," said Alexandre de Juniac, IATA's Director General and CEO.

IATA conducted a research survey that revealed strong support for COVID-19 testing in the travel process. Some 65% of travelers

surveyed agreed that quarantine should not be required if a person tests negative for COVID-19.

In addition, 84% of passengers' agreed that testing should be required of all travelers, and 88% said that they are willing to undergo testing as part of the travel process.

The passenger survey was commissioned by IATA, and conducted 4,700 interviews online between August 25 and August 31 in 11 markets (Australia, Canada, Chile, France, Germany, India, Japan, Singapore, UAE, UK and the United States). The sample size was 500 in all countries other than Chile, Japan, UAE and Singapore where it was 300.

### Practicalities

Working with ICAO, IATA is calling for a test that meets the criteria of speed, accuracy, affordability and ease of use, which could be administered systematically under the authority of governments following agreed international standards.

COVID-19 testing before departure is the preferred option as it will create a "clean" environment throughout the travel process. Testing on arrival dents passenger confidence with the potential for quarantine at destination in the event of a positive result, says the industry group.

IATA does not see COVID-19 testing becoming a permanent fixture in the air travel experience, but it will likely be needed into the medium-term for air travel to re-establish itself. "Many see the development of a vaccine as the panacea for the pandemic. It will certainly be an important step, but even after an effective vaccine is globally recognized, ramping up production and distribution is likely to take many months. Testing will be a much-needed interim solution," said de Juniac.

IATA also notes that other sectors, like medical personnel, schools and work places, will need such a test.

## LAX expands mobile food and beverage ordering experience with new digital service

Los Angeles International Airport (LAX) has launched a new service that enables passengers to use their mobile device to order food and beverages from restaurants throughout the airport's terminals. The latest innovation creates a digital, seamless, touchless experience for airport guests

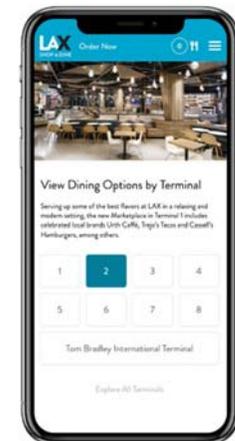
The new service, LAX Order Now.com, is a collaboration among Los Angeles World Airports (LAWA), Unibail-Rodamco-Westfield Airports (URW Airports) and Grab. It is part of LAX's digital marketplace strategy to enhance the travel experience, by allowing guests to search, browse and order food and non-alcoholic beverages from any of the dozens of participating restaurants across the airport. It also provides a way for passengers to order and pick up food without having physical contact with another person.

"LAX is leading the airport industry in developing new ways for our guests to access all the information and services they need through their mobile devices," said Justin Erbacci, Chief Executive Officer, Los Angeles World Airports. "LAX Order Now is another step in creating that customized, seamless travel experience, while also keeping our guests safe with another touchless service."

### Easy to use

LAX Order Now does not require downloading a mobile app. Airport guests can simply use their camera app to scan one of many QR codes located throughout the airport or visit [LAXOrderNow.com](https://LAXOrderNow.com) directly from their mobile device to search and browse menus from any participating restaurant.

Multiple forms of payments are accepted, including, credit/debit cards, Apple Pay and Google Pay. Guests will pick up their orders from a designated pick-up area with seals on all packaging.



LAX Order Now provides order updates and alerts to users when their order is ready for pick up at one of the designated pick up locations, which are clearly marked with signs. Though URW Airports assisted in developing this service, concessionaires in seven LAX terminals – not just those managed by URW Airports – are participating in the program, marking the first time such a uniform online dining service is available at LAX.

There are more than 20 food and beverage locations on the platform today, and many more will be added soon. An in-airport, contactless delivery option is also planned.

## Grenada re-opens its tourism to European and North American visitors



J.D. Power study

### Traveler satisfaction with North American airports soars—for all the wrong reasons

In what might be described as a silver lining, satisfaction with North American airports has risen sharply since the onset of the COVID-19 pandemic, reaching a record high of 784 (on a 1,000-point scale) as passengers breeze through security checkpoints, baggage claim and food and retail services. That is the finding of the 15<sup>th</sup> annual J.D. Power North America Airport Satisfaction Study, released on Sept. 23.

The overall customer satisfaction score this year for North American airports is a record-high 784, up 22 points from 2019. This unprecedented leap in satisfaction is driven by significant improvements in satisfaction with the check-in and in the food, beverage and retail factors.

Passengers also have provided airport terminals with high marks for cleanliness, less crowding and lower noise levels—all of which are positively affected by record-low passenger volumes.

The common bond among top-ranked airports such as Phoenix Sky Harbor International Airport, Dallas Love Field and Indianapolis International Airport is an open, airy experience that feels more like a well-designed shopping mall than an airport.

These airports also do a good job of conveying local flavor in their passenger experience, from food and beverage offerings that feature regional specialties to design cues that evoke local color, says the report.

#### Pax applaud airport response to COVID-19

Nearly one-third (30%) of travelers say their opinion of the airport they traveled through has improved after seeing its response to the COVID-19 pandemic. More than two-thirds (68%) say their opinion has not changed and just 2% say they have a more negative view of their airport since the pandemic.

#### The Winners

Among “mega” airports, **Phoenix Sky Harbor International Airport** ranked highest with a score of 805. **Miami International Airport** (801) was second (and jumped from 11<sup>th</sup> place in last year’s study to 2<sup>nd</sup> place overall in North America) and **McCarran International Airport** (797) third.

**Dallas Love Field** ranked highest among large airports with a score of 844. **John Wayne Airport, Orange County** (837) and

With Grenada listed by the U.S. Center for Disease Control as very low risk for COVID-19, the island started welcoming travelers from key source markets in North America, the UK, and more of the Caribbean on Oct. 1.

The three islands that make up “Pure Grenada” (Grenada, Carriacou and Petite Martinique) achieved World Travel and Tourism Council (WTTC) Safe Travels status, and are encouraging travelers to plan for the fall and winter travel season safely and responsibly.

Regionally, Grenada is included in a travel bubble with neighboring islands Barbados, St. Lucia, St. Vincent & the Grenadines, Dominica and St. Kitts. Visitors from these islands can travel to Grenada with very minimal requirements. Intra-Caribbean air connectivity with scheduled service from Caribbean Airlines, Inter-Caribbean Airlines and One Caribbean is already in effect.

Visitors from all other countries must have a negative PCR test result taken within seven days prior to arrival in Grenada, details of which are found in an updated Traveler’s Guide to entering Grenada on the Ministry of Health website <https://covid19.gov.gd>.

Service from Toronto to Maurice Bishop International Airport (MBIA) with Air Canada will re-start as of October 5.

UK and European visitors can fly British Airways and Virgin Atlantic to the Barbados hub and on proof of a COVID-19 negative test (within 72 hours of arrival in Barbados) can transit to the regional carriers providing connectivity to Grenada. All travelers are required to book Pure Safe Travels Approved Accommodation prior to arrival and these are listed on the Travel Advisory page of [www.puregrenada.com](http://www.puregrenada.com).

U.S. carriers JetBlue Airways and American Airlines are resuming weekly flights to the destination on October 3 and October 8 respectively. All visitors must be cleared by Ministry of Health officials.

Grenada’s leading duty free operator, Rouge Duty Free, opened its Port Louis and Spice Mall locations during the summer and reports good business from local and regional visitors. It re-opened its downstairs store in Maurice Bishop International Airport on Oct. 1 and will open the upstairs stores which handle more international flights on Oct. 5.

The island’s yachting sector has also reopened.

**Tampa International Airport** (837) rank second, in a tie.

**Indianapolis International Airport** ranks highest among medium airports with a score of 866, followed by **Palm Beach International Airport** (833) and **Southwest Florida International Airport** (829).

The 2020 North America Airport Satisfaction Study measures overall traveler satisfaction with mega, large and medium North American airports by examining six factors: terminal facilities; airport arrival/departure; baggage claim; security check; check-in/baggage check; and food, beverage and retail.

Mega airports are those with 33 million or more passengers per year; large airports with 10 to 32.9 million passengers per year; and medium airports with 4.5 to 9.9 million passengers per year.

The 2020 study is based on 26,058 completed surveys from U.S. or Canadian residents who traveled through at least one U.S. or Canadian airport and covers both departure and arrival experiences (including connecting airports) during the past 30 days. Travelers evaluated either a departing or arriving airport from their round-trip experience. The study was fielded from August 2019 through July 2020.

## Champagne Lanson updates packaging after start of rebranding

Maison Lanson has redesigned the Champagne Lanson range to showcase ten cuvées in subtly-updated new packaging.

Earlier this year the company revealed new branding and a refreshed campaign for Champagne Lanson as the brand celebrates its 260th anniversary.

The campaign is centered around the slogan 'It's All About Love.' Lanson relaunched its branding by building it on the Maison's core values: openness, kindness, humility, authenticity and elegance - and the quality of its wines.

Champagne Lanson is now focusing on a "shorter and consistent" range for its champagnes and is offering its products in three groups.

Five champagnes make up its

Core range - le Black Label Brut, le Rosé, le White Label Sec, le Black Réserve and le Blanc de Blancs.

Le Black Réserve and Le Blanc de Blancs are exclusive for Duty Free/Travel Retail, Premium Wine retailers & On-premise. Both cuvées will be unveiled first in Paris Airports (Lagardère Travel Retail in Paris CDG and Orly) in October and highlighted during the festive period. Le Black Réserve will also be available through the Heinemann channel.

Three champagnes are "Rare & Exceptional" - Green Label, Vintage 2009 and le Clos Lanson. Two Cuvée de Prestige 100% Grands Crus celebrate an exceptional year: la Noble Cuvée Brut 2002 and la Noble Cuvée Blanc de Blancs 2002.

Edouard De Boissieu, Head of Travel Retail Champagne Lanson, says travel retail remains important for Lanson's growing business.

"COVID-19 has impacted hugely on all of us and travel retail is facing a volume drop that could not be avoided. However, Travel Retail remains a priority channel for Lanson; we have not diverted from our ambition to grow our footprint in this business and believe our new redefined range will help us to achieve that goal. For Lanson, GTR offers us an image-building channel where the brand still has great development potential in the mid/long term," said De Boissieu.

"Our belief in the value of GTR

is further shown by our introduction of Le Black Réserve and Le Blanc de Blancs cuvées which will be exclusive to Duty Free, Wine retailers and On-premise - thus not available to consumers on the High Street. This gives us that point of difference for travel retail which is so important."

Lanson said its refreshed bottle design reinforces the house's identity and history. The Lanson Cross, which dates back to 1798 and is the emblem of Lanson Champagnes, is featured on the bottle. The bottle displays the Royal Warrant and highlights the founding date of the Maison, 1760. The back labels focus on greater transparency and more precise information.

## InnoTRI and Altia Plc sign exclusive deal for U.S. Duty Free

InnoTRI Limited has partnered with Altia to introduce the Nordic company's alcoholic beverage portfolio into the U.S. Duty Free market from October 1, 2020.

InnoTRI will be the exclusive distributor in the Americas, with an initial focus on the U.S. and certain areas of the Caribbean (ABC Islands, St. Maarten) as well as Central America (Panama).

"We are happy to launch Altia's brands in the TR channel of the Americas. Their portfolio and strategy follow our goal to bring unique products to the channel and alternatives for every retailer in the market," says InnoTRI's Christoph Henkel.

"We see the opening of the U.S. travel retail market to be a natural next step for Koskenkorva Vodka following the earlier introduction of the brand in the U.S. domestic market. We believe that Nordic, high-quality brands with sustainability at the very heart of the brand will be a welcomed addition also in U.S. travel retail. We are excited to join InnoTRI on this journey and look forward to a good partnership," says Markus Haataja, Sales Director at Altia.

Altia's own brands such as Koskenkorva are already distributed in several U.S. states.

Koskenkorva, "Vodka from a village," is a classic vodka made in the village of Koskenkorva, Finland since 1953.

InnoTRI will be introducing spirits from Altia's Nordic Spirits Lab (NSL), a spirit brand built around experimentation and innovation.

The NSL is a community of scientists, industry experts and creative visionaries with the goal to redefine how and what the world drinks. One of the first expressions is Nordic x Gin, a distilled gin with akvavit botanicals.



## Porsche Design and BRIC'S launch first partnered collection

Porsche Design and BRIC'S are launching the first bags & luggage collection resulting from the partnership announced earlier this year. The new products fuse Porsche Design's functional design philosophy and engineered mindset with BRIC'S fine craftsmanship and manufacturing competence.

The model range features a selection of hard- and soft case luggage, bags, backpacks and small leather goods, ranging from business to leisure-inspired products. The strong but lightweight hard cases maximize volume through their superior materials and construction design. Bags and Backpacks feature additional elements oriented towards comfort and functionality.

The new Roadster collection comprises hard cases, leather and nylon selections, as well as a range made from carbon.

The new Porsche Design bags & luggage collection will be available at the end of 2020 worldwide in Porsche Design and BRIC'S Stores, online at [www.porsche-design.com](http://www.porsche-design.com) and at [www.brics.it](http://www.brics.it) as well as in selected luggage stores worldwide, including the Travel Retail Market.

## MONARQ GROUP adds Código 1530 Tequila to distribution portfolio

Código 1530 Tequila announces that it has partnered with independent drinks distributor, MONARQ Group to be the exclusive distributor for the Latin America and Caribbean domestic and duty free markets as well as the U.S. duty free channel, effective September 2020.

Código 1530 Tequila is an ultra-premium private tequila produced and bottled at a dedicated family distillery in Mexico for more than five generations.

Robert de Monchy, founder and CEO of MONARQ Group, said, “We have been carefully following and analyzing the latest trends in the tequila category, especially in its leading export market, the USA. During the last decade, consumers have been constantly trading up to higher quality products. Código 1530 Tequila is very well positioned in the ultra-premium segment of the market, while also offering a unique proposition of natural pink tequila, Código 1530 Tequila Rosa. We just love this type of true innovation, fully matching our company’s DNA. Hence, no

surprise that we are truly excited to partner with Código 1530 Tequila, introducing this wonderful brand in the domestic and duty free markets of Latin America and the Caribbean plus USA duty free.”

Ron Snyder, Co-Founder and Executive Chairman of Código 1530 Tequila added, “We are pleased to partner with the MONARQ Group as a leading player in the luxury spirits business throughout Latin America and the Caribbean.

“Our two companies share values with regards to premium brand building and innovation and are committed to long term, sustainable, growth. We are excited to partner and look forward to unleashing the full potential of the Código 1530 brand.”

Código 1530 Tequila joins MONARQ Group’s robust premium alcoholic beverages portfolio, which includes Jack Daniel’s, Heineken, Woodford Reserve, Peroni, Licor 43, Luxardo, Bols, Fernet Branca and Gosling’s Rum, among others.



### About Código 1530 Tequila

Código 1530 Tequila is a private tequila that has been perfected over five generations. The hand-crafted tequila is bottled as unrested Blanco or aged in award-winning Napa Valley Cabernet Sauvignon barrels to produce 6-month Reposado, 18-month Añejo, and 'Origen' a 6-year Extra Añejo.

Unique to the line-up is a Rosa Tequila, which is created by aging the Blanco tequila for four weeks in uncharred Napa Valley Cabernet barrels, imparting subtle floral notes and a rose color from the

wine-stained barrels.

Código 1530 Tequila is 100% natural, with no additives, chemicals, colors or sweeteners.

### El Tequila Privado

“El Tequila Privado” a private recipe from a little distillery in Amatitán. This local Amatitán artisan and distilling family has passionately produced this spirit, never veering from the centuries-old codes and customs – “Los Códigos” – that have made it the most selective tequila in the world. This is now Código 1530.

## Jack Daniel's uses first global campaign to 'Make it Count'

Jack Daniel’s is introducing its first global creative campaign, ‘Make it Count.’ The campaign showcases a new way of thinking for the 154-year-old brand that celebrates the people who drink it.

With its launch October 1, the campaign is brought to life through multiple executions on TV, social, digital, out of home and print platforms in 100+ countries.

The campaign focuses on the impact on peoples’ lives when they decide to choose boldly and with purpose every day.

Brown-Forman Travel Retail will be a key contributor to the success of the campaign, says Aude Bourdier, managing director for Brown-Forman travel retail.

“We intend to have ‘Make it Count’ as the centerpiece of our global marketing efforts both in support of the worldwide domestic market campaigns and as a Jack Daniel’s outreach program to its many loyal consumers and new fans in travel retail,” said Bourdier.

“The Brown-Forman travel retail team has been working closely with our partners during the pandemic slowdown to monitor regional and even country-by-country COVID-19 developments. We have strong marketing plans in place that feature the ‘Make it Count’ campaign and we possess the agility to implement these plans as opportunities present themselves,” Bourdier added.

The :60 film “First Timers” kicks off the campaign, showcasing Jack Daniel’s consumers who decide to live boldly and try something they’ve always wanted to do. [You can watch the video here.](#)

“First Timers” was shot in Kiev, Ukraine following all social distancing protocols.

Renowned Director Ian Pons Jewell led the five-day shoot

overseen by the creative and client teams via Zoom, with team members from every possible time zone tuning in to create the final product.

The new campaign by creative agency Energy BBDO was inspired by a vintage Jack Daniel’s ad that read “Proudly served in fine establishments and questionable joints” that served as a reminder that Jack is for everyone.



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**SHISEIDO**

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for a  
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**North America - Southeast  
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Shiseido Miami office has an immediate opening for a Retail Manager (Account Executive), based in Miami. Ideal candidate will have a minimum of 2-3 years experience in the Travel Retail luxury goods industry.

Responsibilities include developing sell-out figures for its cosmetics and fragrance brands through supervision of salespeople and implementation of the brands' merchandising and promotion guidelines. Experience in retail sales is a plus. Must be able to travel 40 to 50% of the time.

Applicants please send resumes to: [gcamplani@sac.shiseido.com](mailto:gcamplani@sac.shiseido.com)

or  
[srojas@sac.shiseido.com](mailto:srojas@sac.shiseido.com)