

## ACI World: Moderate passenger market growth continues

The global passenger market benefitted from a small uptick in August, gaining +2.5% on a year-over-year basis, up from +2.3% in July. Year-to-date results remained moderate, at +3.2%. The international market continued to drive much of the increase, gaining +3.6% during the month and reaching +4.5% on a year-to-date basis.

The domestic market grew more slowly, at +1.4% for August and +2.1% since the start of the year.

Relatively subdued growth remained the trend in major markets, with Europe performing the best in August, gaining +2.9% on a year-over-year basis and reaching +3.8% on a year-to-date basis.

North America followed, gaining +2.4% during the month after a slower month of July (+1.9%). The region has grown by +3.4% since the start of the year, mostly on the strength of its domestic market, which is now showing signs of weakness.

Asia-Pacific grew by +1.6% in August, down from +2.4% in July. The region's year-to-date results reached +1.8% at the end of the month, its lowest August results since 2009.

Though the region's international segment has showed more robust growth (+4.3% since the start of the year), its domestic market remains particularly subdued, now standing at +0.4% on a year-to-date basis.

After a short setback in May, the robust growth observed in Africa since the start of the year has continued, says ACI. The region was the only market growing more than +3% on a year-over-year basis in August, at +6.6%. Its year-to-date reached +7.1%, close to 3 percentage points higher than the second-best performer, Latin America-Caribbean (+4.2%). LAC grew +2.8% during the month, with its domestic segment (+3.1%) outperforming its international market (+2.3%).

The Middle East performed similarly to Asia-Pacific in August, growing by +1.7%. Its year-to-date growth reached +2.0%. The situation in the Middle East has deteriorated in the last year, with rising tension between Iran and the U.S. and Saudi Arabia adding to the geopolitical strain caused by the blockade of Qatar by neighboring states.

### ACI World Airport Traffic Forecasts global traffic to reach 19.7bn by 2040

Airports Council International (ACI) World's annual World Airport Traffic Forecasts (WATF) expects global traffic to double by 2037.

Having reached 8.8 billion in 2018, ACI projects global traffic to grow at an annualized rate of 3.7%, reaching 19.7 billion by 2040.

Over the long term, China is projected to become the largest passenger market in 2031 and then dominate passenger rankings in 2040, with more than 3.5 billion passengers which equates to an 18% share of the global passenger traffic market.

The U.S. and India will follow, with 2.9 and 1.3 billion passengers respectively. Together, the three countries will handle almost 40% of global passenger traffic.

Indonesia, currently the tenth largest market in terms of total passenger traffic worldwide, is expected to rapidly climb in the country rankings, reaching the fourth position by 2036.

But meeting this strong demand may be a challenge, warns ACI World Director General Angela Gittens.

"Airport operators already face capacity constraints and the predicament of surging air transport demand outstripping available airport infrastructure. At the same time, the industry must contend with increased protectionism, isolationism, and risks associated with climate change that could stifle this growth," she said. "...Action must be taken to address this growing infrastructure gap."

### Latin American border conference kicks off in Porto Alegre

The first conference dedicated to the Latin-American border duty free business got underway this morning (November 5) in Porto Alegre in southern Brazil. Porto Alegre is the capital of Rio Grande do Sul, the southernmost province of Brazil, and has a population of 1.4 million in the city and 4 million in the metropolitan area. Inhabitants of Rio Grande do Sul have been for many years big shoppers in the border shops located in Uruguay.

The event organized by Latin America Duty Free Association ASUTIL, and CEFSU, the Chamber of Uruguayan border shop operators, follows on from two conferences in 2013 and 2014 which dealt solely with the Uruguayan border shop business.

The two-day event promises to give suppliers and operators a full and detailed insight into the workings of the fledgling Brazilian border shop business which is slowly developing after a series of bureaucratic problems. Stores are now operating in Uruguiana, Jaguarão and Barra do Quaraí and more stores are being developed and planned for the towns of Foz de Iguacu and Santana do Livramento.

Speakers will include Argentine economist Carlos Melconian, looking at the outlook for regional economies following the presidential elections in Argentina, and Maria Villanueva from m1nd-set who will talk to delegates about the purchasing behavior of shoppers in border stores in Latin America.

Several of the new Brazilian store operators and a number of established Uruguayan border shop operators will also meet with conference delegates during specially arranged networking sessions on both days.

Brazilian legislation allows 32 border cities to authorize the opening of duty free stores. Some observers say that the stores will give a powerful boost to the regional travel retail business but logistical and bureaucratic problems have slowed development up until now.

The big question is whether the level of business will be sustainable? So far, growth has been slow and although store openings have increased in past months, sales volumes are still low.

At the moment 6 stores are open to the public and by the end of this year a total of 15 should be operating. A further 15 stores are expected to open in the first half of 2020 with an additional 10 – 15 before the end of the year.

The retailers expect that sales will dramatically improve once (and if) the Brazilian economy takes off.

Hopefully the conference will provide some answers. A full report will appear in the next edition of *TMI*.

John Gallagher



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## SPOTLIGHT ON CANADA

## Strong & Free thrives in duty free



*Peace Bridge Duty Free*

Canadian streetwear brand Strong & Free Emblem is ready to take its three word affirmation from Saint John, New Brunswick all around the world. The brand has also been nominated for an FDFA 2019 Gold Standards Award.

Now available in fifteen duty free locations across Canada, the brand began with no lofty expectations in 2006. It started with a woman pulling maple leaves off a tree and tracing them.

“My partner Denise Dow always wanted to create something that emulates the American eagle in the U.S.,” Patricia Gallagher, Strong & Free VP Marketing tells *TMI*.

“We have a maple tree in our backyard. Denise took some leaves off the tree and traced them into this image, which were three maple leaves, and put the banner on it – Strong & Free. It was as simple as that, which is the best part of the whole story. There was no big plan. We were just going to create this plaque and sell it to patriotic Canadians.”

The three words – Strong & Free – which the company trademarked 12 years ago, feature in the Canadian national anthem and are instantly recognizable to Canadians.

“The words that really ring true to most Canadians are ‘The true north strong and free.’ We picked the words strong and free from that

sentence as the ones that really resonated with us.”

And the three word affirmation resonated with Canadians at first, and then with tourists purchasing the products as a little bit of Canadiana.

“What happened organically along the way was this clothing brand developed. People started loving the message, loving the affirmation. It has completely evolved into a streetwear collection that is relatable to all humankind. It is no longer just us Canadians. The words Strong & Free relate to people in different ways.”

Dow and Gallagher opened up a shop in their hometown of Saint John, New Brunswick, which serendipitously happened to be located across the street from the cruise terminal.



*Sault Ste Marie Duty Free*

“We started to sell to tourists of all nationalities. The words meant something to people, really evolving from being just a Canadian emblem.”

Following the brand’s success with cruise tourists, Dow and Gallagher saw duty free as the next logical step for the brand’s growth.

“We started with the Saint John airport and the local land border store in Woodstock. We are now in 15 duty free locations in Canada, including both airport and land border, and continuing to grow. We are in T1 and T3 in Toronto and in YSJ and Hamilton Airport and the rest are land border stores.”

This year will be Strong & Free’s third time attending the FDFA Convention.

“In our shop and across the border clothing is our best seller, with hoodies and t-shirts leading the way. We also sell a lot of hats and toques and sell many pins, crests, decals, easy add on items.”

Gallagher says the short term plan for the brand is to be in

every Canada duty free store, but she also has loftier goals in mind.

“Our goal is to completely cover the Canadian duty free market, but I also think there is opportunity for international attention. Our products are 99% made in Canada but the message is universal.

“Because we own the trademark we can produce the product anywhere and put it on anything. We want to take that conversation further and see if there is an opportunity in European markets or in the U.S.”

Gallagher says she never could have imagined twelve years ago where this little brand they created in their backyard would go.

“You take a dream and twelve years later you are doing something that you are totally passionate about. These two middle aged women decided to create this brand and we did it. And we are doing it all from this little small town in New Brunswick.”

*Michael Pasternak*

### Dufry posts strong third quarter results; sees some improvement in challenging South America

Dufry reported strong third quarter results today, with turnover reaching CHF 6,682.0 million. Despite the challenging environment in South America, organic growth accelerated in the summer months reaching 4.1% for the third quarter and 2.9% in the nine months. Like-for-like performance in the third quarter of 2019 continued to improve significantly as compared to the second quarter, reached 1.3%, and took like-for-like performance for the nine months to positive territory.

#### North America

Turnover reached CHF 1,469.8 million in the first nine months of 2019, with organic growth of 2.1% supported by the resilient performance of the duty-paid business. Dufry’s duty free business, primarily in Canada, was impacted by lower spending from Chinese passengers, resulting in organic growth of -0.6%.

Hudson signed two important new expansion agreements in the period-- one to acquire 34 Brookstone shops across several airports in the U.S. including the exclusive right to sell select Brookstone merchandise in Hudson shops.

Hudson also acquired OHM Concession Group LLC which will add approximately 60 additional food & beverage units to the existing 50 and expanding its North American footprint.

#### Central and South America

Turnover was CHF 1,137.6 million in the first nine months of 2019, with organic growth of -8.4%. Performance in the third quarter improved to -3.8%.

*Continued on page 5.*

## SPOTLIGHT ON CANADA

## Renovated Queenston Lewiston DF store expands focus on whisky and white spirits

Queenston Lewiston Duty Free, located on the Canadian side of the Lewiston-Queenston Bridge in the Niagara region, renovated its store this summer, designing the layout to devote more space to its best-selling products.

"The renovation is now completed and the store looks excellent," Chris Foster tells *TMI*. "We reorganized the liquor department, and increased the size of our spirits category. We shifted around product categories like confectionery, souvenirs, and accessories.

"We also upgraded and updated our fragrance and cosmetics department. T.S.M. Custom Millwork has done a great job managing this project for us."

One important aspect of the renovation in the 16,000 sq feet of retail space was to give prime real estate to white spirits, in an area previously featuring souvenirs and accessories.

"We felt as though our souvenirs in the back wall didn't make a lot of sense and weren't displayed properly. You want to be able to give the commodities that are producing the numbers more space and more premium space. We deem back wall space as a premium location in our store," says Foster.

"We base our positioning and merchandizing on the numbers. White spirits needed additional space and segregation. We don't customize everything in the store. We pick and choose the brands that deserve customization.

"These are usually large anchor brands, brands that are well promoted by the suppliers. We do have a number of custom units, however. We also use a lot of generic units, so those custom units stand out.

"Brands like Grey Goose, Absolut, Johnnie Walker, Crown Royal get key custom space."

The renovation significantly brightened the store and changed traffic patterns, say Foster.

"We brightened up the area where souvenirs had been. The renovation also changed traffic flow quite a bit. With white spirits now towards the front, it pushes customers into areas of the store where they hadn't been before."

The Queenston Lewiston DF renovation took place in four stages beginning in April, so the construction had minimal impact on the customers. The build out was mostly completed by the end of August.

One of the biggest plusses from the renovation is that it allowed the store to put all of its whiskeys together in one place, says Foster. Scotch whisky is one of the best-selling categories in the store.

"Our Scotch, American, and Irish whiskeys were disconnected from our Canadian whiskeys. Now we can group all of them together. Our customers looking for specific whiskeys now have them all in one place."

This is the first major renovation at Queenston Lewiston since the new store was opened seven years ago, but the operators have been constantly updating each year, says Foster.

"Since we took possession of our new store, we tried to do something small each year to keep up to date and make sure the look is nice. We are always monitoring the things that need extra care. After we started looking at this particular renovation we noticed there were a couple of key areas that we needed to focus on for the next few years," he says.



*Queenston Lewiston is now devoting more prime back wall space to white spirits after the renovation, says Chris Foster.*

"We want to always be at the cutting edge. We don't want to be that store that is trying to catch up with other locations. We tend to set the bar for most stores."

Two years ago in 2017 Queenston Lewiston added a Starbucks, which has been a big hit, says Foster.

"Customers seem to love the Starbucks. It fits well with our store, the image. I think our store has more of an airport feel than most border stores do. I think

Starbucks lends itself well to that look and feel."

Foster says Queenston Lewiston is coming off a positive summer, but the business on the northern border is not without its challenges.

"We had a couple of flat months in the summer, but we had a really good August. Some of the U.S. Customs officers here on the northern border have been pushed down to the Mexican border, so we've had some backups most of the summer at the border."

*Michael Pasternak*



*As a result of the renovation, Queenston Lewiston DF can now group all of its whiskey together.*

## Gold Bar Whiskey named “The Official Whiskey of the San Francisco 49ers”



Top: The new Gold Bar Whiskey Bar on the main concourse of Levi's Stadium. Bottom: Window and end cap displays supporting the Gold Bar Whiskey 49ers themed program at San Francisco International Airport with DFS.

In a major new initiative, Gold Bar Whiskey has been named the official whiskey of the NFL's San Francisco 49ers. The multi-year agreement began with the 2019 season and the opening of the new Gold Bar Whiskey Bar on the main concourse of Levi's Stadium.

San Francisco-based Gold Bar Whiskey has also created the official whiskey cocktail of Levi's Stadium. The ultra-premium Gold Bar Whiskey collection will be available everywhere whiskey is served in Levi's Stadium, including at the new official Gold Bar Whiskey Bar inside Intel Gate A Plaza on the stadium's main concourse.

“Our shared ties to the California Gold Rush of 1849 and customers throughout the Bay Area makes the 49ers and Gold Bar Whiskey a perfect pairing,” said Brent Schoeb, 49ers Chief Revenue Officer. “Courtesy of its top-shelf experience and prominent location, the Gold Bar Whiskey Bar will be an instant fan favorite at Levi's Stadium.”

Outside the stadium, Gold Bar Whiskey is available with major retailers across California and will be activating within local bars and restaurants to cheer on the 49ers on game-days. Gold Bar Whiskey's new designation as “The Official Whiskey of the San Francisco 49ers” will be promoted at events and across a variety of marketing channels.

“We are launching a 49ers themed display at SFO over November and December. The 49ers haven't had a

record like this in 29 years,” Gold Bar President Elliott Gillespie tells *TM*. Gold Bar will also be running tasting programs in JFK with International Shoppes (not 49ers related).

“With five Super Bowl championships, an iconic history, and the state-of-the-art Levi's Stadium, we are proud to align our brand with the legendary San Francisco 49ers in one of the NFL's first major spirit deals in history,” said Ellen Torvi, Director, Communications for Gold Bar Bottle Company. “Our partnership honors the 49ers' rich history of success and celebrates many wins to come.”

The collaboration between the two Bay Area-born brands will expand in 2020 to include the production and distribution of a set of limited edition 49ers-branded commemorative bottles to be sold in premium retail locations.

Non 49ers-related, DFA is running a special Gold Bar Buy and Save PAX program in November/ December inside 28 DFA U.S. Airport locations with promotion details available via social media for this Holiday season, says Gillespie. Other Gold Bar promotion programs will run at Boston Logan, Oakland, and Ammex.

Gold Bar Whiskey is currently available in travel retail in North America with DFS, DFA, and International Shoppes, as well as new distribution in Oakland Duty Free, and Ammex on the U.S./ Canadian border, and Carnival Cruise Line through Harding, Gillespie tells *TMI*.

## ALFA Brands adds craft gin Prescribed Spirits to portfolio

ALFA Brands has announced the addition of the first craft spirits to its portfolio, with a new partnership with Miami-based craft gin brand Prescribed Spirits.

Prescribed Spirits features an American Dry Gin and a Barrel Finished Gin, which are produced in small batches, using a 250-gallon pot still.

Prescribed Spirits' American Gin is a light, soft and subtle gin distilled with five hand blended botanicals: Juniper, Coriander, Cardamom, Orange peel and Pink Peppercorns.

Using the same unique recipe as the American Gin, Prescribed Spirits **Barrel Finished Gin** is finished in brand new American



Oak barrels, which allows the gin to blend with the oak and absorb the flavors of an aged spirit.

Barrel Finished Gin, while aging, takes on vanilla and oak notes with a touch of spice, which gives it a very dry finish.

“Prescribed Spirits is excited to announce our partnership with ALFA Brands and we look forward to growing our boutique gin brand in the duty free marketplace,” said Allen Fazendin, Founder, Prescribed Spirits.

“We are excited to add the first craft spirits to our portfolio and we are looking forward to introducing Prescribed Spirits gin to our American customers,” said ALFA Brands' Amy Hildreth.

## Penha DF introduces exclusive Cihuatan 15 yo rum in Curaçao

Penha Duty Free has introduced its own, highly exclusive, premium rum, which will be available exclusively at Penha's Duty Free store at Curaçao International Airport, where the original barrel can also be seen.

The Rum, produce by Cihuatan of El Salvador, is a limited edition of just 232 bottles and has been aged for over 15 years in old 'Bourbon' barrels which makes it truly unique.

“232 signature bottles were created and destined solely for Penha Duty Free. Numbered 1 through 232, they are being sold exclusively at the Curaçao airport. We are very excited about this project and are seeing these as recurring opportunities to define uniqueness,” Kevin Jonckheer, CEO of Penha Duty Free, tells *TMI*.

Penha is working with travel retail distribution company InnoTRI on this project.

## Plaza Premium Group invests US\$55 Million to open 15 new locations – Debuts in North America with openings in DFW, DEN and Toronto

Hong Kong-based airport hospitality services pioneer Plaza Premium Group is expanding its global footprint and enhancing products across 11 international airports – including in Dallas Fort Worth International Airport and Denver International Airport in the U.S. and Toronto Pearson International Airport in Canada.

Other new or enhanced locations cover Beijing Daxing International Airport; Dubai International Airport; Heathrow; Jakarta Soekarno-Hatta International Airport; Kuala Lumpur International Airport; Singapore Changi Airport; Sydney Airport; and Hong Kong International Airport in its home town.

Song Hoi-see, Founder and CEO of Plaza Premium Group, says that Plaza Premium Group is committed to serving over 16 million travelers by the end of 2020, a 10% increase compared to where the company is now.

“In addition to expanding in the U.S., China and Indonesia as part of our US\$100 million investment in coming years, we continue to strengthen our leading position in the existing markets by creating a holistic departure, transit and arrival experience,” she said.

In Toronto, a 1,200 sqm mega lounge in the International Departures area is scheduled to be fully operational in the 2nd quarter of 2020, and will be the largest independent pay-per-use lounge in Canada. The brand will debut in the U.S. in 2020 with a domestic lounge and international lounge at Dallas-Fort Worth International Airport, and an international lounge at Denver International Airport.

### International expansion

The Group’s Plaza Premium Lounge will open 1,260 square meters of space at Dubai International Airport in December 2019, the largest independent pay-per-use lounge at the airport’s Terminal 3.

A Plaza Premium Lounge will be unveiled at Sydney Airport’s Terminal 1 in Australia in the 1st quarter of 2020, and a nearly 3,000 sqm lounge space combining Plaza Premium First, Plaza Premium Lounge and Allways will be built in Jakarta Soekarno-Hatta International Airport to fully open in the 1st half of 2020.

In Hong Kong, the brand will open two new locations this December and January respectively.

Plaza Premium’s in-terminal airport hotel concept Aerotel also recently opened in two strategic locations: Aerotel at Beijing Daxing International Airport represents the Group’s largest property in its portfolio and the largest in-terminal airport hotel in China; Aerotel London Heathrow at Terminal 3 Arrivals complements the Group’s Plaza Premium Lounge in Terminals 2, 3, 4 & 5 to serve departure, transit and arrival passengers. In the 3rd quarter of 2020, Aerotel will be launched in Sydney Airport as the only in-terminal airport hotel in Australia.

The Group is also planning to expand its airport meet and greet service Allways -- the latest launch is at Dallas-Fort Worth International Airport, joining existing service points in Toronto, New Delhi, Macau, and portage service in New York.

## InnoTRI to distribute Distell GTR brands in USA and parts of Caribbean, effective Jan. 1, 2020

Distell Global Travel Retail has announced a new distribution deal with Miami-based InnoTRI Limited (Innovation Travel Retail International) to support Distell’s development in the Americas region.

InnoTRI will be Distell Global Travel Retail’s exclusive distributor for the USA travel retail channel and parts of the Caribbean beginning January 1, 2020. The main focus of the partnership will be to grow the Amarula business, push the Bunnahabhain TR exclusive range, and increase awareness of Highland single malt Deanston and South African wine brand Nederburg, say the companies.

As part of Distell’s commitment to growth in the Americas, Distell Global Travel Retail recently appointed **Matthew Scott-Fairweather** as General Manager- Americas.

“The partnership with InnoTRI and the recent addition of Matthew Scott-Fairweather to our team puts us in a strong position to accelerate our brands’ growth in what is an already well-established market for Distell Global Travel Retail. We’ve no doubt that Christoph and his expert team at InnoTRI will generate new opportunities to drive brand equity and grow sales in the region,” says Luke Maga, Distell Global Travel Retail Managing Director.

Christoph Henkel, InnoTRI Co-founder and Manager, comments: “We are delighted to add the internationally-recognized brands of Distell to our growing portfolio of premium and craft spirit brands. Since being founded in 2016, we have used a creative approach to focus on strategic opportunities for our partners and anticipate a bright future for Distell.”



A Plaza Premium Lounge in Rio de Janeiro Galeao International (Terminal 2)

## Dufry posts strong third quarter results, *con't from page 2*

In South America, most operations are still impacted by the devaluation of local currencies, especially in Brazil and Argentina. Performance in the Caribbean was good with the cruise business continuing to post a positive contribution. Performance in Mexico and Dominican Republic was also positive.

In Brazil, Dufry has inaugurated its first border shop in the city of Uruguiana in August. Dufry continues to closely monitor the performance of this new retail format as the border duty free shop channel in Brazil holds considerable potential as it can be expanded into other 32 cities across the country.

In addition, an increase in the duty free allowance in Brazil from US\$500 to US\$1,000 will become effective in January 2020.

TMI will carry further details in the next issue.

## Frontier Duty Free Association unveils 2019 Gold Standard Award finalists

The Frontier Duty Free Association (FDFA), has announced the finalists for the 2019 Gold Standard Awards, which will be awarded at the Imperial Gala on November 13, in Toronto, during the annual FDFA Convention.

For over two decades, the FDFA has selected winners for the 14 unique Gold Standards awards, to showcase the best in Canadian Duty Free. The awards honor products, suppliers, innovative practices, and recognize the hard working FDFA member stores, owners, employees, and suppliers.

“The finalists were voted on by a panel of judges consisting of stakeholders from the industry. Canada’s Duty Free industry is a vital component to supporting our tourism economy, and the 2019 Imperial Gala is a great way to showcase that,” said Barbara Barrett, Executive Director, FDFA.

### 2019 Finalists

**Outstanding Duty Free Employee of the Year.** Sponsored by: Retail Council of Canada; Finalists - Jordan Burns, Emerson Duty Free; Katherine Chase, 1000 Islands

Duty Free; Christine Pelletier, Philipsburg Duty Free

### Best New or Relaunched Brand of the Year- Jewelry, Watches, Handbags, Accessories.

Sponsored by: *Travel Markets Insider* and *The Moodie Davitt Report* – Finalists - Champs Cross Body Bags, ALFA Brands Inc.; Swatch Watch/Flik Flak, Swatch Group Canada; Strong and Free Clothing Line.

### Best New or Relaunched Brand of the Year – Confectionery/ Food/Souvenirs.

Sponsored by: *Travel Markets Insider* and *The Moodie Davitt Report*. Planters Craft Bar Mix, Beler Holding Inc.; Lindt Maxi Plaisir, Distribution Fontaine Inc.; Kit Kat Senses Mini Desserts, Beler Holding Inc.

### Best New or Relaunched Brand of the Year – Fragrance/ Cosmetics.

Sponsored by: *Travel Markets Insider* and *The Moodie Davitt Report*. Mont Blanc Explorer, Distribution Fontaine Inc.; Dolce & Gabbana Light Blue Sun, Beler Holding Inc.;

Escada Miami Blossom, Distribution Fontaine Inc.

### Best New or Relaunched Brand of the Year - Spirits/Beer/Wine/ Tobacco.

Sponsored by: *Travel Markets Insider* and *The Moodie Davitt Report*. Crystal Head Motts Clamato – National Caesar Day, Wine Classics International; Macallan Quest Range, Wine Classics International; Johnnie Walker White Walker, Diageo; Jack Daniels Bottled in Bond, Peter Mielzynski Agencies.

### Airport Duty Free Operator of the Year -- AerRianta

International, Dufry North America, Abbotsford Airport Duty Free.

### Best Marketing/ Merchandising Award - Emerson Duty Free,

Sault Ste. Marie Duty Free Store, Philipsburg Duty Free.

### Outstanding Achievement or Innovation Award --1000 Islands

Duty Free, Philipsburg Duty Free, Sault Ste. Marie Duty Free

**Supplier of the Year (Category A)** - Northern Souvenirs, V.P.I.

Canada Ltd., Strong and Free Emblem

**Supplier of the Year (Category B)** - House of Horvath, JTI-

Macdonald Corp., Turkey Hill Sugarbush Ltd.

**Supplier of the Year**

**(Distributor/ Agent)** - Wine Classics International, WFH Travel Retail, Distribution Fontaine Inc., Peter Mielzynski Agencies Ltd.

**Platinum Award – Category A,**

Sponsored by: *The Americas Duty Free Magazine & Travel Retailing*. Johnstown Duty Free Shop Inc., Sault Ste. Marie Duty Free Store, Abbotsford Duty Free

**Platinum Award – Category B,**

Sponsored by: *The Americas Duty Free Magazine & Travel Retailing*. Queenston-Lewiston Duty free Shop, Blue Water Bridge Duty Free Shop Inc., Importations Guay Ltée

## Beam Suntory brings together “the best of the East and West” with Legent bourbon

Beam Suntory launched its new unique bourbon Legent exclusively with Dufry in the DF &TR market (excluding Asia) in September for a 12-month period, before being rolled out across the rest of the GTR sector.

Legent brings together the “best of the East and West” starting as a Kentucky Straight Bourbon with the Beam classic family recipe; the liquid is then aged in wine and sherry casks before being blended with more Kentucky Straight Bourbon. The super-premium bourbon is distilled by Fred Noe, seventh-generation Master Distiller of Jim Beam, and blended by Shinji Fukuyo, fifth-ever Chief Blender of Suntory.

Manuel Gonzalez, Global Marketing Manager for Beam Suntory GTR, says, “We see Global Travel Retail as a crucial shop window to the wider portfolio through its global footprint and diverse customer base, so it’s a very exciting space in which to launch this truly unique and innovative liquid.

“For us, the Global Travel Retail category is a fantastic opportunity to work with our retail partners to connect with consumers through engaging activations that promote our premium portfolio. Our upcoming brand activations for the launch of Legent are no exception, and we’re very much looking forward to seeing the response to

this one-of-a-kind liquid from our customers.”

Eduardo Heusi Pereira, Global Category Director for Liquor at Dufry adds, “We are always seeking new and exciting whiskies to bring to our customers and are delighted to be able to offer Legent exclusively in our stores for 12 months from the launch date of September 28. This really is an exceptional whiskey, resulting from the inspiring collaboration between Shinji Fukuyo and Fred Noe.”

Legent is bottled at 47% abv / 94 proof, available in 75cl for the Americas territory, and 70cl for all other markets. It began distribution in key locations in September.

