

AT THE POINT OF SALE

Woodford Reserve debuts Sensory Lounge Experience at JFK

Woodford Reserve has created a sensorial experience at John F. Kennedy's Internal Airport with DFS to bring the flavors of its American Whiskey to traveling consumers.

The pop-up lounge will run in Terminal 4 ahead of the Kentucky Derby from April 10 – May 7. In honor of the Run of the Roses, visitors will be able to enter to win a trip to the 150th Kentucky Derby, thanks to Churchill Downs.

"This sensory lounge will be a spectacle of the senses that take visitors through a Woodford Reserve journey," said Elizabeth McCall, Master Distiller at Woodford Reserve. "By engaging the five senses, we will introduce consumers to Woodford Reserve and bring the travel shopping experience to new heights."

Woodford Reserve has partnered with some of New York City's best bars – Eleven Madison Park, Employees Only, and Pebble Bar – for the cocktail menu and chocolate authority Jacques Torres has crafted a special bonbon to pair perfectly with Woodford Reserve Double Oaked Bourbon.

"We are excited about the opening of the Woodford Reserve Sensory Lounge at JFK International Airport," said Stéphane Morizet, Marketing Director Brown-Forman Global Travel Retail. "Each lounge is an individual concept, meeting the high standard and desire for exclusivity of global travelers."

The custom menu will feature Woodford Reserve cocktails inspired by the 200 flavors in every bottle of the Kentucky Straight Bourbon. Cocktails will be served in keepsake Govino glasses to reduce waste.

Brown-Forman says that visitors of the pop-up will experience "a spectacle of the senses" through tasting experiences of Woodford Reserve's portfolio.

Tastings will change daily and occasionally include high-end limited releases such as the Master's Collection.

A range of Woodford Reserve will be available to purchase, including Bourbon, Malt, Double Oaked, 149th Derby bottle featuring Secretariat, Batch Proof series, Double XO - a Traveler's

Exclusive and Baccarat Edition. With the purchase of two bottles, consumers will receive a branded tote bag and Old-Fashioned syrup to craft cocktails at home.

The "Derby of Lifetime" trip is presented by Churchill Downs. Woodford Reserve is the Presenting Sponsor of The Kentucky Derby.



Women in Travel Retail (WiTR)

All women attending the Summit of the Americas are invited to join us for an informal networking gathering on Sunday, April 16, at 5:00 p.m. prior to the official opening cocktail.

Wine will generously be provided by WEBB Banks.

We will be holding a limited business card raffle event with two very special prizes provided by FlyWithWine.

Please come and take the opportunity to meet some of the fantastic people who make up the travel retail industry in the Americas.

You may join us even if you have not yet sent an RSVP.

We will be meeting in room 1A, directly adjacent to the entrance to the Hotel.

Questions? Contact
Lois Pasternak, at +1 (954) 261-8653

A very special thank you to Saybex International who has made a special donation in memory of industry pioneer George Mannina, who passed away in February.

In Memoriam: Richard Rebuth

June 23, 1948 – April 11, 2023

Travel Markets Insider is very sad to announce the passing of another industry pioneer, Richard Rebuth, which was shared by his good friend and colleague Patrick Deery.

Richard Rebuth died suddenly of a massive heart-attack, writes Deery.

Like Deery, Rebuth was a native of St. Thomas, U.S. Virgin Islands, and both worked as ship chandlers with AH Riise Co., a large duty free retailer and provisioner to the cruise lines, early in their careers.

"It was one of the best jobs ever! We even collaborated with Royal Caribbean Cruise Line and Carnival Cruise Line to establish their very first inventoried wine lists. Ultimately, we worked with most cruise lines providing professional guidance on their overall beverage offerings," wrote Deery.

Rebuth eventually moved to Miami and started working with Deery again at Florida Export, a division of Greyhound Corporation, where he focused on managing beverage requirements for the cruise lines. From here he joined Exporter Bonded Corp. in Miami, where he continued to work closely with the growing cruise line business, until his retirement a few years ago.

Rich Rebuth was a popular and familiar figure in Miami's duty free scene with many close friends throughout the industry. We at *TMI* send our deepest condolences to Rich's family and friends.

A Memorial Service was held on April 15, 2023.



SEA-TAC airport celebrates full renovation of Central Terminal

Seattle-Tacoma International Airport – SEA-TAC (SEA) celebrated the full renovation of its Central Terminal on April 13.

The Central Terminal, in the heart of the airport, underwent a \$21.8 million renovation to elevate the customer experience with more dining options, seating, charging stations, and ADA accessibility improvements. The project also restored the 350-foot-long, 60-foot-high window wall and added new rocking chairs to enjoy the airfield view. In total, the renovation added 11,000 square feet of dining and seating, including the marquee Salty's at the SEA, BrewTop Social, and a Centurion Lounge by American Express.

SEA-TAC was named the Best Airport in North America in Skytrax' recent listing, and was one of only two North American airports to make the top 20 listings.

The Central Terminal renovation began with the first phase in

February 2018 and was completed in March 2019.

This phase of the renovation restored views of the airfield via the iconic glass wall, debuted new furniture, and opened service from five new eateries. New high-top and ADA-accessible charging stations and tabletops, all featuring Pacific Northwest-inspired wood finishes, were also installed.

The second phase created a two-level dining experience with Salty's at the SEA and BrewTop Social to anchor the Central Terminal. Additionally, American Express has upgraded its Centurion Lounge at SEA to triple in size to over 13,800 square feet and relocated it to the mezzanine level of the Central Terminal.

With a spacious entrance opening to the Central Terminal, the lounge features new seating areas that capitalize on the open-air atrium location and features views of the airfield and Olympic Mountains,



additional restrooms, private phone rooms and noise-buffering work-spaces, and more.

In 2023 the airport celebrates ten years of live musical performances at SEA, and March 1 marked the

return to the pre-2020 schedule of live music seven days a week,

The opening of the Central Terminal was originally scheduled for 2020 but was delayed by the COVID-19 pandemic.

Concessions International, LLC led the formation of Seattle Food Partners to create the company's largest single location in their 44 year history: Salty's at the SEA and BrewTop Social at SEA's Central Terminal

Seattle Food Partners -- a partnership between Atlanta-based Concessions International, LLC (CI), Grove Bay Hospitality, and Seattle-based Well-Buttered Bread, LLC-- has opened CI's single largest airport dining location with the introduction of Salty's at the SEA and BrewTop Social in the Central Terminal at SEA-TAC.

The combined 11,647-ft concession (inclusive of storage) is located in the highest grossing airport location per square foot in any U.S. airport - SEA's Central Terminal. These concepts are the largest CI has built of their 40 locations in the eight airports where they have a presence. CI's relationship with SEA dates back to the early 1980's as an ACDBE partner and grew to a multi-national prime concessionaire in the mid-1990s. Over the years, CI has operated various food and beverage concessions in several locations throughout the airport.

With the completion of the extensive renovation of SEA's Central Terminal, guests have full access to an elevated dining experience at Salty's at the SEA, a seafood and steak restaurant with a regional oyster bar and full-service cocktail and sports bar that has been awarded for over 40 years for its Pacific Northwest coastal cuisine, regional wines and beers.

Located above Salty's at the SEA is BrewTop Social, the country's first beer and wine garden concept in a U.S. airport. The concept features 16 regional beer taps, and stunning, unobstructed views of the Central Terminal's atrium and entertainment stage as well as the mountains and runway.

Although both are separate concepts offering different dining experiences, they were developed and are managed and operated by Seattle Food Partners, ensuring consistent food and service quality.

Salty's at the SEA and BrewTop Social are the Central Terminal's marquee restaurants.

Designed aesthetically to evoke their local waterfront restaurants, Salty's at the SEA offers an elevated dining experience in service and decor, while BrewTop Social offers a neighborhood wine and beer garden vibe for a more casual experience.

Both locations provide direct access to some of the best views at the airport with the Central Terminal's 350-foot wide, signature floor-to-ceiling window wall as a backdrop to both spaces.

While dining and drinking, guests can enjoy sunrise to sunset scenic views of the Olympic Mountain range, watch planes take off and land just yards away, and pass time enjoying entertainment on the Central Terminal's portable stage.

If non-passenger guests want to go to the airport to just dine, SEA-

TAC is one of the few airports in the country to allow non-traveler access. The airport's SEA Visitor Pass program gives up to 100 non-traveling visitors per day a chance to enjoy the Central Terminal that is just past TSA's security check.

Throughout the design and buildout phases, Seattle Food Partners and the airport had to overcome staffing issues related to COVID-19 restrictions including site closures and decontamination, supply chain challenges that also resulted in cost adjustments, permit office closures, and funding suspensions. In addition to all of these factors, the contents and structure had to meet all necessary fire and safety codes and standards, along with being built to meet seismic conditions in case of an earthquake.

Between Salty's (137) and BrewTop Social (57), Seattle Food Partners has hired and trained nearly 200 area team members.

INTERNATIONAL

ETRC Index reveals strong recovery for European Travel Retail as 2022 value sales reach 83% of 2019 levels

European airport retailing experienced a significant recovery in 2022, after the sharp decline caused by the COVID-19 pandemic in the years 2020 and 2021.

Key findings from the **European Travel Retail Confederation's ETRC Business Performance Index for the year 2022** suggest that the travel retail industry's total value sales and international passengers rebounded to 83% and 80% of the 2019 levels respectively, representing a remarkable improvement of 108% and 120% compared to last year.

Individual categories have posted

varying rates of recovery but all are back to growth compared to 2021. Value sales continue to recover quicker than unit sales, driven by a continued increase in average sales prices across the majority of categories.

Spend per passenger remained at a higher level than in 2019 (+4%) while marking a decrease vs. 2021 (-5%).

On an encouraging note, the business performance for the last quarter surpasses the full-year performance, with Q4 2022 sales reaching 91% of sales recorded during the same period in 2019.

Julie Lassaigne, Secretary General of ETRC, commented: "After incredibly difficult years, it is heartening to see a notable improvement for our industry last year. The recovery trend indicates that 2023 should see business performance close to pre-pandemic levels but the impact of the current inflationary environment calls for caution."

Developed as an exclusive service to ETRC members, the ETRC Index is compiled by Pi Insight with data contributed by participating Travel Retailers of ETRC and the support of ForwardKeys for passenger data.

Caribbean celebrates resilience as ForwardKeys data reveals strong start to 2023

New research from ForwardKeys, a strategic data partner of the Caribbean Hotel and Tourism Association - CHTA, reveals that international arrivals to the Caribbean for the first two months in 2023 are behind by only one percent when compared to the same period in 2019.

In contrast, Europe is registering a 25% lag, while Asia-Pacific is 54% behind. Total international inbound is trailing by 31% compared to the same period in 2019.

"These are impressive results for our region," stated CHTA President Nicola Madden-Greig, who expressed her gratitude for the close collaboration and smart partnerships between health organizations, hospitality leaders, businesses, governments, the Caribbean Tourism Organization, airlines, and the hard-working staff in the visitor industry that helped to achieve such a strong recovery.

According to ticket booking data for arrivals through the end of March, the USVI has recorded an increase of more than 22% compared to the same period in 2019, leading the region.

Following closely behind is St. Maarten, with a growth rate of 18%,

while Guadeloupe and Turks and Caicos are tied at 17%. The USVI has also received top marks for its resilience measured by arrivals growth for the first two months of the year compared with 2019.

South America tourism

An important factor contributing to the growth of Caribbean tourism is the increase in travelers from South America. Colombia and Argentina are among the top-growing international markets to the region, with growth rates of 50% and 15%, respectively. Curaçao, Jamaica and Aruba have seen the greatest increases in business from Argentina.

Curaçao is also leading the region in terms of welcoming visitors from South America, primarily through the growing Panama City hub, followed by the Dominican Republic and Aruba.

Olivier Ponti, VP of Insights at ForwardKeys, highlighted the importance of regional hubs for travelers from South America who typically have to connect to reach their destination. "ForwardKeys has uncovered the growth of Panama City as a gateway to the

Caribbean for trips from South America. Miami is, on the contrary, losing its market share (for connections to the region from South America)," said Ponti. However, he also noted that limited air capacity remains one of the main challenges hindering growth in some emerging markets for the Caribbean.

Meanwhile, Curaçao has also shown impressive growth in the U.S. market, with Grenada and Antigua and Barbuda following closely behind. For the French market, St. Barts, St. Maarten and Puerto Rico are seeing the highest rates of increase.

According to ForwardKeys, there has been a rise in flight searches from Canada, which is welcome news for the region as travel from Canada has been slower to recover.

Demand for spring and summer travel to the Caribbean is expected to surpass 2019 levels, with spring arrivals projected to exceed 2019 figures by 20% and summer arrivals set to eclipse pre-pandemic records by 48%.

Sunil Tuli, APTRA president, outlines focus in supporting regional recovery

Looking ahead to the TFWA Asia Pacific event in May, Sunil Tuli, Group CEO King Power Group (Hong Kong) and President of APTRA, says that "the region is forging ahead in recovery mode."

Citing the latest forecast from APTRA research partner ForwardKeys, he sees overall recovery of international departures from Asia-Pacific of 53% of 2019 volumes in Q2 2023, which should "materialize into a solid, manageable and stable base for the region's full recovery."

The Chinese traveler recovery is "still in its infancy" largely due to earlier capacity constraints, but this is easing week on week, with tour groups starting to travel again to key destinations, and China's airline capacity has been rising steadily since January 2023, he says.

The industry is also seeing strong 'revenge shopping' from Chinese travelers ... and with more people generally traveling in 2023 the prospects for travel retail in the region are highly positive, says Tuli.

"To help the industry make the most of recovery period, APTRA is working on several advocacy campaigns to support the case for increased allowances in priority markets and, although this type of influencing can be a slow process, it is an important priority.

"It is worth noting that many governments have returned their attention to regulatory reforms and this is a particular focus for APTRA. In fact, this is the busiest time in the history of APTRA - we are currently working on a record 11 campaigns spanning advocacy, regulation and issues," he said.

APTRA is also hosting two events at TFWA Singapore: a Networking Lunch on Sunday, May 7, and the APTRA Exchange on May 8, that will bring together three speakers in a future-forward perspective of the opportunities ahead in Asia Pacific, now that the region re-opened and the industry is on a trajectory to full recovery.

Ghost Tequila appoints Jeff Pipkin CEO and announces significant funding from The Raptor Group

Ghost Tequila, one of the fastest-growing new tequila brands in the industry, has appointed Jeff Popkin as the company's new CEO, and has just completed a significant funding round from The Raptor Group, a prominent Boston-based private investment firm.

Ghost Tequila is represented by WEBB Banks in the Caribbean and in duty free in the region.

Prior to joining Ghost, Popkin served for six years as CEO of Mast-Jägermeister US where he led the popular Jägermeister brand and was responsible for the Mast-Jägermeister US joint venture with Teremana Tequila. Popkin's extensive experience in all segments of the beverage industry also includes spells as President of The Vita Coca Company, where he led the company's North American expansion; CEO of Red Bull Distribution Company; and various senior management roles at Molson Coors. He is currently a Non-Executive Director with the #1 global premium mixer brand, London-based FeverTree.

Ghost Tequila is an innovative, high-quality 100% agave spicy tequila crafted in Jalisco, Mexico, making it an ideal spirit to help people mix spicy margaritas and other spicy cocktails. Since its launch six years ago, Ghost has experienced more than 100% year-over-year growth in volume and is now available in all 50 US states, as well as in international markets such as the Caribbean, Europe, and Asia Pacific.

"Ghost Tequila has achieved tremendous growth and momentum over the past several years, and we couldn't be more excited to welcome Jeff's leadership," said Ghost Tequila's co-founder David Gordon.

"His experience guiding world class teams and building iconic brands is exactly what we need to position Ghost for continued future success."



Regarding the latest round of financing for the brand, Jim Pallotta, managing partner and founder of The Raptor Group said: "Our continued investment in Ghost is a testament to our unwavering belief that this innovative brand has what it takes to become the world's leading spicy tequila. With the recent appointment of the experienced and dynamic Jeff Popkin as CEO, we are confident that Ghost is poised for incredible growth and success in 2023 and beyond. We are thrilled to be a part of this exciting journey and can't wait to see what the future holds for Ghost Tequila."

Specialty Brands returns to Summit

Bob Syner of Specialty Brands Spirits & Wines has come out of retirement to introduce several new products at the Summit of the Americas, most of which have a point of difference and/or a number of awards.

Syner will be introducing Mi Mujet Light Margareta Mix, which differs from most of the current brands on the market as all four flavors are made from Agave wine base, he says.

He will also be showing three new Mezcal, which have a presence in the U.S. and have received many awards: Senor Mono, Rio Revuelto, and Ponte Chingon.

For something a little different, he will showcase FKNG Kentucky Bourbon and FKNG Vodka – For Kings Not Gods -- which owner Resist Spirits claims is a "rebel brand."

In the wine category, Syner will be featuring the Don Tony Perez winery, which just received a Gold and two Silver awards at the 2023 SWWA trade show.

Specialty Brands will be at Booth #407.

ICONIC London launches shimmering tanning product in two shades

ICONIC London, the famous glow brand, is now introducing a tanning product called Prep-Set-Tan.

Like the ICONIC shimmer-spritz, Prep-Set-Glow, the new tanning sprays are 100% vegan and cruelty-free.

Prep-Set-Tan is enriched with Hyaluronic Acid, giving a nourished, healthy-looking, and even tan that will last for longer, without drying your skin.

It is also infused with an evocative tropical aroma that masks that typical tanning odor.

Available in two shades, Original and Glow, it is suitable for all skin tones.

Unique to ICONIC London, this tanning spray adds an immediate, soft-focus shimmer to the skin.

After 4-8 hours of application, shade Original (for light-medium skin tones) will develop into a subtle, fresh, sun-kissed effect.

Shade Glow (for medium-deep skin tones) will develop into a richer, warmer tan to give depth to the complexion.

ICONIC London is represented in Travel Retail by International Brand Builders Inc. (IBBI).



ICONIC London's Prep-Set-Tan (£24/\$29) is available at www.iconiclondoninc.com

Ana Trolez named new Director of Global Trade Marketing of PYD

Family-owned Spanish fragrance company PYD has named Ana Trolez as Director of Global Trade Marketing, following an internal restructuring.



Trolez came to PYD in 2016, and held the position of Global Trade Marketing Manager under the direction of Alejandra Suárez.

With this promotion, Ana Trolez becomes responsible for Trade Marketing, Media and Digital, in all markets in which the company operates including Travel Retail.

The PYD portfolio includes its own brands Halloween, TOUS, El Ganso, Scalpers and Nightology, as well as the distribution of brands like Goutal Paris, Juliette Has a Gun, Cartier, TUMI, Versace, Perry Ellis or Moschino.