

## IN MEMORIUM: GARVIN CHARLES LEE

July 5, 1932 – June 18, 2022

The duty free industry in North America has lost another one of its pioneers. Garvin Charles Lee, the respected and beloved founder of the award-winning Blue Water Bridge Duty-Free Shop, in Sarnia, Ontario, in Canada, died on June 18, at the age of 90.

Canada's Frontier Duty Free Association, in its announcement of the news, stated: "It is with a heavy heart that we share with you that Tania Lee and Gerry Lee's father Garvin Lee passed away this past weekend in Sarnia.

"Garvin was one of the pioneers of our Canadian land border duty free industry, and will always be remembered for his thoughtful, quiet approach in creating and building this industry. He will be missed by many."

Garvin Lee's long life was filled with accomplishment, overcoming immense challenges to create a lasting legacy and representing the best of the immigrant experience. But his greatest legacy, by far, is his family.

As noted in his obituary, "Garvin had many roles throughout his life, but the titles he most valued were family man and devout Catholic."

### BY THE NUMBERS

## Air passenger travel between the U.S. and Europe up 783% in May

The U.S. Department of Commerce's National Travel and Tourism Office (NTTO) reports that U.S.-International air traffic passenger enplanements totaled 16.764 million in May 2022, up 129% compared to May 2021. Despite the surge, enplanements only reached 76% of pre-pandemic May 2019 volume.

### Originating Non-Stop Air Travel

*Non-U.S. Citizen Air Passenger Arrivals* to the U.S. from foreign countries = 3.586m, +132% compared to May 2021 and (-34.6%) compared to May 2019.

He is survived by his wife of 62 years, Mollie; their children Gerard, Tania, and Ralph; children in-laws Mary Grace, Guy, and Wynne; grandchildren Mikaela, Tatiana, Francesca, Matteus, Kiara, Kalia, and Abigail; numerous nieces, nephews, and godchildren, and the countless lives he has touched.

Lee was born on July 5, 1932 in Harare, Zimbabwe, the second of six children to Chinese immigrants. Due to apartheid-era restrictions, he was only permitted a grade 8 level education and joined the family bakery at a young age.

However, he continued his education on his own, and eventually expanded the family business into a conglomerate of supermarkets, shopping centers, and duty free stores, alongside his late brother and their respective spouses, reports the obituary.

Seeking better education and opportunities for his growing family, Lee immigrated to Canada in 1979, effectively starting over again.

In 1986 in Canada, he successfully applied for and was awarded the Blue Water Bridge Duty Free Shop, in Sarnia, Ontario.



Garvin Lee

He was eventually joined in the business by his children and, in 2003, the store was awarded the 'Airport/Land-based Retailer of the Year', at the Frontier Awards in Cannes; the first land-border duty free to receive this honor.

His list of accomplishments go on from here.

"Garvin defied all expectations by simply believing that limits did not exist," noted the obituary, which described him as a "baker, business owner, developer, visionary."

Two of Garvin Lee's children, Tania and Gerry, continue his legacy at Blue Water Duty Free, with Tania also currently holding the position of president of the FDFA.

*Travel Markets Insider* adds its deepest condolences to the Lee family on the passing of Garvin.

### TFWA announces more details of TFWA World Exhibition & Conference program

TFWA has announced a full schedule of networking opportunities for the 2022 TFWA World Exhibition & Conference, which will take place from **October 2-6** at the Palais des Festivals in Cannes. The Association also reports that the exhibition space booked is rapidly approaching pre-COVID levels.

Among the major brands that have confirmed participation are beauty houses L'Oréal and Shiseido, fashion labels Zegna and Lacoste, confectionery companies Nestlé and Mondelēz, wines & spirits businesses Diageo and Pernod Ricard, and tobacco brands JTI and Imperial Brands.

The **opening conference** will take place from 9:00 to 11:45 at the Grand Auditorium of the Palais des Festivals on Monday, October 3.

The **exhibition hall** will be open from 12:00 to 6:30 pm on Monday, from 9 am to 6:30 pm on Tuesday and Wednesday, and from 9 am to 5 pm on Thursday. Delegates are also welcome to take full advantage of the **TFWA ONE2ONE** meeting service on-site, which will be available on Wednesday, Oct. 5 and Thursday, Oct. 6.

New this year, TFWA is hosting '**Get Together**' – an evening **opening cocktail** held on the Carlton Beach –from 7 pm on Sunday, Oct. 2, officially kicking off the event. The very popular **TFWA Lounge** will be back again this year from Monday to Wednesday between 6:30 and 9 pm. Later in the evening, on Monday to Wednesday between 11 pm and 2 am, a **brand-new, night-time social** session will be hosted on the Carlton Beach.

This year's event will also see the return of **TFWA i.lab** – the ideas hub that shines a spotlight on innovative ways to engage the traveling consumer.

To register, please go to <https://www.tfwa.com/tfwa-world-exhibition-conference/book-your-place-100004721>

## Travel and Tourism news bits

### Jamaica welcomes one millionth stopover visitor for 2022

Jamaica welcomed its one millionth stopover arrival for 2022 on June 15, when Brian Simmons landed at Montego Bay's Sangster International Airport (MBJ) on JetBlue flight 1479 from New York's JFK airport. The milestone places Jamaica near its 2019 Pre-Pandemic stopover arrivals. The government expects to reach the next one million arrivals in October.

Jamaica Minister of Tourism Edmund Bartlett commented: "This moment is a testament to the confidence that the market shows in Jamaica as well as the strength, resilience and enduring appeal of Jamaica's tourism product as we build back stronger."

### Carnival Cruise Line to bring two Costa ships to the U.S. to sail as part of the Carnival fleet

Carnival Cruise Line has announced that it is teaming up with Costa Cruises to bring a new concept for Carnival's North American guests when CCL brings two of the newest Costa ships to the U.S. to sail under the name **COSTA by CARNIVAL**.

Debuting in the spring of 2023, *Costa Venezia* will join the Carnival fleet sailing from New York. In spring 2024, *Costa Firenze* will arrive to sail from Long Beach, California.

The ships will be operated by Carnival.

"We're going to invite our guests to Choose Fun with Carnival Italian Style!" said Christine Duffy, president of Carnival Cruise Line.

Duffy said that the ships will continue operating their regular Costa itineraries until they are assigned to Carnival for dry dock work and deployment.

*Costa Venezia* and *Costa Firenze* are sister ships to *Carnival Vista*, *Carnival Horizon* and *Carnival Panorama*, weighing 135,500 gross tons and accommodating up to 5,260 guests.

### AMEX: Americans ready to travel

Travel is at the top of mind for Americans this summer.

According to the latest Amex Trendex released this month: 58% of those polled agree they plan to travel more this summer than in previous years, while 54% expect to spend over \$2,000 on travel this summer. And 53% agree they like to plan travels around events (e.g. concerts, sporting events).

This Amex Trendex poll was conducted by Morning Consult poll between May 6-9th, 2022 among a national sample of 2,000 U.S. travelers who have a household income of at least \$70K and defined as adults who typically travel by air at least once a year.

According to Amex, the top destinations for U.S. Card Members traveling to Europe are:

1. London
2. Paris
3. Rome
4. Athens
5. Madrid
6. Milan
7. Amsterdam
8. Naples
9. Munich
10. Lugano

### First U.S. marine preclearance location in Canada opens in Prince Rupert, BC

Canada announced the opening of the first marine pre-clearance location in Canada at the Alaska Marine Highway System Ferry Terminal at Prince Rupert in British Columbia on June 20.

U.S. preclearance at this location will help bolster travel and trade by ensuring secure, fast, and reliable service for travelers heading by ferry between British Columbia and Alaska, said the official announcement.

Travelers can now fully clear U.S. Customs and Border Protection at the Alaska Marine Highway System Ferry Terminal in Prince Rupert, resulting in a quicker and easier arrival in Alaska. Until 2019, Prince Rupert had a more limited pre-inspection facility.

Preclearance will also better serve the people of Metlakatla First Nation in British Columbia and the Metlakatla Indian Community in Alaska, who rely on the ferry service.

Preclearance locations have operated at major Canadian airports for years.



### U.S. Travel Association names Geoff Freeman as President and CEO, as Dow steps down after 17 years

The U.S. Travel Association has appointed Geoff Freeman as president and CEO.

Freeman will assume the role on Sept. 1, succeeding Roger Dow, who is stepping down following a 17-year tenure as leader of the organization.

Freeman formerly led the association and was a key player in bringing about the Travel Promotion Act of 2009 and creating Brand USA. He also led the industry effort behind the creation of TSA PreCheck and establishing the Meetings Mean Business Coalition.

He is re-joining the USTA after nearly a decade of association leadership—first as president and CEO of the American Gaming Association and as the current president and CEO of the Consumer Brands Association.

Christine Duffy, National Chair of the U.S. Travel Association and President of Carnival Cruise Line, said: "We are proud to welcome Geoff Freeman back to lead the U.S. Travel Association. Geoff is highly regarded in Washington and well known across our industry for his strategic work to conceive campaigns and programs that opened new pathways for growth in the travel economy."

### A&K Travel Group Ltd. acquires Crystal Serenity and Crystal Symphony

The news that A&K Travel Group Ltd., has acquired the luxury cruise vessels *Crystal Serenity* and *Crystal Symphony* along with the Crystal name has been well-received by the cruise industry.

The two ships will resume service in 2023 after undergoing extensive refurbishment and will operate under the award-winning "Crystal Cruises" brand that has also been acquired by A&K Travel Group Ltd., which is owned by Geoffrey Kent and Heritage (the industrial holding company chaired by Manfredi Lefebvre d'Ovidio), both of whom have decades of experience with ultra-luxury cruising.

The Group reportedly paid \$25m for *Crystal Symphony* and \$103m for *Crystal Serenity* at auction. The new owners bought these assets after the company went into liquidation. They are not responsible for refunds, commissions or payments to other creditors after Crystal Cruises shut down in February with the collapse of Genting Hong Kong, according to *Seatare Cruise Global*.

A&K Travel Group CEO Cristina Levis will oversee Crystal Cruises.

"Manfredi, Geoffrey and I look forward to welcoming past Crystal and Abercrombie & Kent guests onboard, as well as those seeking rewarding luxury experiences," said Levis.

"The acquisition of Crystal has been extremely challenging but the satisfaction of having this jewel in our family is the best payoff for all the hard work and efforts of the A&K team. *Ad maiora* Crystal Cruises!"

## DFS unveils life-sized LEGO Pilot at JFK Terminal 4 Lego store

DFS has unveiled a six-foot model of a commercial pilot at its first LEGO branded store at New York's JFK International Airport in Terminal 4.

The store – which opened in December -- features the crowd-stopping pilot made completely of Lego blocks outside the store. The model is one of only two in the world, with the other located in the Berlin Airport. It was made from a total of 45,033 bricks, reports *Metropolitan Airport News*.

Passengers can snap photos with the model and are encouraged to tag T4 in their favorite ones.

"We are excited that the brand-new LEGO store – and the life-sized model – have arrived at T4, bringing a unique New York City experience for our customers to enjoy," said Ed Midgley, VP of Customer Experience and Commercial at JFKIAT. "This is our latest experiential installation at T4 as we welcome back more passengers this summer, and we hope that everyone traveling through the terminal will stop by, take photos, and check out the LEGO store."

"Located in the Retail Lounge at T4, the LEGO Airport Store is an innovative, experiential retail concept that offers the brand's most popular offerings, uniquely featured products, and hard-to-find items."

Customers can purchase exclusive New York City-themed products, including LEGO Architecture Statue of Liberty and Empire State Building sets, as well as popular items like LEGO Star Wars, LEGO Friends, and more.

"DFS is delighted to have brought the LEGO Airport Store to JFK Terminal 4," said Timothy Bidmead, DFS Group General Manager, DFS, John F. Kennedy International Airport. "Since opening in December, LEGO has quickly become one of our top brands and is popular with adults and children alike. The addition of the LEGO Pilot is a unique way to guide passengers to the store and sets the tone for a fun and exciting shopping experience."



## Delta dazzles at Terminal C facility debut at New York-LGA

Delta opened its new Terminal C at LaGuardia Airport to customers on June 4, a massive milestone in the \$4 billion program to transform and modernize one of the airline's key hubs.

Delta CEO Ed Bastian, New York Gov. Kathy Hochul, the Port Authority of New York and New Jersey and other New York public officials celebrated the milestone by debuting a gleaming check-in, security and baggage claim facility and a new ten-gate concourse E at an official ribbon-cutting ceremony on June 1.

Delta accelerated construction timelines during the pandemic to deliver the facility faster than anticipated. It plans to fully complete the four concourse terminal by the end of 2024, almost two years earlier than originally planned.

Ultimately, Terminals C and D will consolidate into one state-of-the-art facility, spanning 1.3m square feet with 37 gates across four concourses.

Terminal C is designed to deliver efficiency and speed with the latest technologies such as hands-free bag drop, self-serve check-in and Digital ID screening capabilities.

Visually, it features a world-class art program in partnership with the Queens Museum, and a massive digital art installation made of 34 lenticular panels, displayed overhead the security checkpoint. A 238-foot digital backwall in the check-in lobby will feature TSA wait times, wayfinding in both English and Spanish as well as Sky Club volume and gate information.

Concourse E is the second of four new concourses to open, with ten new gates, nine of which will become operational on opening day, able to accommodate various narrow body aircraft types as well as offer larger gate seating areas.

Longtime Delta partner OTG is introducing a variety of restaurant options.

**Stellar Partners** brings specialty retail stores and news and gift outposts such as Beekman 1802, BuzzFeed News, Le Labo, MAC, Patricia Nash and True to New York.



## Hudson and The House of LR&C announce exclusive Travel Retail partnership

Hudson and The House of LR&C, the fashion house of Super Bowl winning quarterback Russell Wilson and Grammy winning singer-songwriter Ciara, have teamed up for an exclusive travel retail partnership.

Beginning next year, two clothing lines from The House of LR&C will be available at select duty free and specialty retail stores operated by Hudson. The first store to feature the brand will be Gallery ORD at Chicago O'Hare International Airport (ORD), in Terminal 5, with plans for additional airport locations in development.

The store will offer a curated selection of products from Good Man Brand, an elevated menswear line, and LITA by Ciara, a contemporary women's line. The clothing lines are designed with an emphasis on sustainability and accessibility, offering luxury apparel at an accessible price point.

Both Hudson and The House of LR&C share common values of giving back to local communities, supporting minority and women owned businesses, and protecting the environment – allowing the two retailers to generate large-scale positive impact, together.

The partnership brings together Hudson's broad reach in the travel industry with The House of LR&C's celebrity influence and goal of positive impact, allowing the two retailers to generate large-scale positive impact – from brand accessibility to championing causes that matter.

"One of the greatest strengths of our portfolio – whether in travel convenience, specialty retail, duty free, or food and beverage – is that we offer the best brands and product selection," said Hudson CEO Jordi Martin-Consuegra. "The addition of The House of LR&C to our stores showcases Hudson's ongoing commitment to partner with new and emerging brands to exceed our traveler's expectations for the most modern and innovative retail environments."

## Coty partners with Dufry and DFA to launch an immersive and omnichannel campaign for Kylie Cosmetics by Kylie Jenner

In June, Kylie Jenner's Kylie Cosmetics entered the Travel Retail Americas channel through airports in São Paulo with Dufry and Miami with DFA.

As reported in our last issue of *TMI*, the Kylie Cosmetics and Kylie Skincare for Travel Retail Americas include clean and vegan formulas. Signature best sellers such as the famous Matte Lip Kit, glosses, Kylighters, powders, brow kit, pencils and its skincare collection are available in pink and black gondolas.

In Duty Free Americas Miami, the new brand is showcased in the main two stores of terminal D with screens that demonstrate the skincare routine and iconic Kylie Matte Lip Kit.

"We are so happy to be the first airport to launch Kylie by Kylie Jenner in the USA; most of the passengers flying through Miami know Kylie and the first weeks are very promising," said Diego Artola Villanueva, Coty VP Travel Retail Americas.

"We are delighted that Kylie Cosmetics has chosen Duty Free Americas as its first travel partner to feature the iconic beauty brand in the U.S. airport," commented Joseph Falic, Duty Free Americas VP of Purchasing.

"Coty's team has worked closely with our marketing and merchandising departments to deliver Kylie Cosmetics and Kylie Skincare products that will appeal to Miami International Airport's diverse passenger mix," said Falic.

### Influencers reach savvy shoppers

In Dufry Brazil, the 360 campaign combines in-store animations with photo opportunities for consumers to engage with the brand and share content on social media. The activations also invite consumers to discover the brand and the products through disruptive and playful experiences.

"Kylie consumers are young, passionate, social and digital savvy, so we wanted to create an engaging experience to speak to this

community," says Aurelie Bonnefond, Coty Marketing Director Travel Retail Americas.

Last week, Brazilian influencer Amandinha and international make-up artist Ilde Goncalves hosted an event in São Paulo Terminal 3 to engage travelers with beauty tips and tricks featuring Kylie Cosmetics and Kylie Skincare products.

"Through her social media channels, Kylie has built a strong connection with her fans and customers. So it was important for

us to integrate the digital and influencer part in our engagement with Kylie consumers," noted Villanueva, Coty VP Travel Retail Americas.

"The launch of Kylie is a milestone for Dufry Brazil. We are very excited to engage once more with Coty and attract a younger all-time-connected passenger aligning our omnichannel strategies to offer in São Paulo a pink, fun and ultimate shopping experience," said Beatriz Macedo, Head of Beauty Dufry Americas.

### Rituals introduces the Summer of Joy Collection



Rituals Cosmetics has launched a limited-edition Summer of Joy gift box for travelers filled with 13 "gifts of happiness" from the brand, including some newly added products to The Ritual of Karma collection.

A limited edition available for this summer only, the Summer of Joy gift box contains a custom-made hourglass as well as a selection of popular products for him and her, designed to take travelers on a 13-day journey of personal wellbeing.

The gift box contains such favorite products as The Ritual of Mehr Parfum d'Interieur, The Ritual of Karma Hair & Body Mist (20 ml), and a custom-made 15-minute hourglass to assist with meditation.

The gift box also includes the new The Ritual of Karma Body Lotion, an ultra-lightweight formula and gel-like texture with 95% naturally derived ingredients perfect for 24-hour hydrating to use in warmer weather.

The Ritual of Karma Garden Candle completes a summer holiday and is perfect for long and warm summer evenings spent in the garden, on a balcony or terrace.

The candle, specially designed for the outdoors, is infused with the fresh, clean, and green scent of white tea and sweet and floral white lotus.

The **Ritual of Karma** collection is enriched with white tea and white lotus, and includes body care, sun care and home products.



São Paulo Guarulhos Airport – Dufry Departure Store in Terminal 3 – Event on June 16<sup>th</sup>



Duty Free Americas featured Kylie Cosmetics at Miami International Airport throughout Terminal D.



## NYC helps Victorinox honor 125<sup>th</sup> anniversary of the Swiss Army Knife

Victorinox is marking an historic milestone in 2022, as its iconic Swiss Army Knife reaches its remarkable 125 years anniversary.

To honor the occasion, the brand celebrated with an eye-catching billboard takeover in New York City's iconic Times Square, and other special activities, including the launch of a limited-edition replica knife based on the first original Officer's and Sports Knife.

The Victorinox story began in 1897 when Karl Elsener patented the original Officer's and Sports Knife, also known worldwide as the Swiss Army Knife. Today Victorinox stands for quality, functionality, innovation and iconic design and has since developed many innovative and awarded products in the categories Swiss Army Knives, Household and Professional Knives, Watches, Travel Gear and Fragrances.

To honor its heritage and continue the adventure beyond this historical moment, Victorinox launched a limited replica of the original Officer's and Sports Knife. The Replica 1897 looks exactly like the original on the outside, but, on the inside, it represents the latest in technology.

"When my great grandfather patented the original Officer's and Sports Knife in 1897, he had no idea that this was the launch of a truly Swiss icon and the basis for the success story of the company. I would like to extend my heartfelt appreciation to all our employees, customers, collectors and fans of the brand worldwide," Carl Elsener, CEO at Victorinox says.

"Along with its rich heritage, Victorinox has always demonstrated a strong commitment to innovation, which is integral to how the brand is differentiating itself in the dynamic travel retail channel. 125 years of history gives us a huge amount of legacy and powerful brand recognition to build on, as we look to position ourselves as a true

multi-category lifestyle brand," says Victorinox Head of Global Channels, Thomas Bodenmann.

Victorinox will accompany the 125<sup>th</sup> anniversary celebration of the Swiss Army Knife with a special global marketing campaign consisting of a dedicated logo as well as imagery and videos. The campaign focuses on the mindset and the attitude associated with the Swiss Army Knife, including the desire to discover the unknown, the thirst for action and the enthusiasm for small and bigger adventures.



Victorinox takes over New York City's Times Square to celebrate the 125<sup>th</sup> anniversary of the iconic Swiss Army Knife.

## Diageo welcomes travelers to Lounge 0.0% at Heathrow

Diageo Global Travel has opened Lounge 0.0%, a brand new immersive passenger activation in Heathrow Airport's Terminal 5.

The installation – which will be open through July --features Tanqueray 0.0% - the new alcohol-free spirit alternative now available in travel retail, and challenges passengers to test their [DrinkiQ](#).

The test is designed to empower them with the knowledge to make positive drinking choices and make it a holiday to remember.

Located in the World Duty Free store in Heathrow's Terminal 5, Lounge 0.0% is an exclusive bespoke space with a stylish luxury look and feel. Open for all, passengers are greeted by a dedicated flight assistant who will guide them through their 'Positive Drinking' journey.

Passengers are offered a bespoke boarding pass inviting them to scan a QR code leading them to the [DrinkiQ quiz](#). They are directed to the Lounge 0.0% pop-up bar to complete the short quiz on their mobile devices or the dedicated iPads installed on the bar top.

Once the test is completed, passengers can enjoy a sample of alcohol-free Tanqueray 0.0%, which offers the same flavors of Tanqueray London Dry Gin.



Passengers are then gifted a reusable water bottle, encouraging them to stay hydrated with water throughout their travels. The water bottle also features the QR code to the [DrinkiQ quiz](#), so passengers can attempt to beat their best score or challenge family and friends.

The Lounge 0.0% also features a custom photo wall with holiday backdrops, where travelers can take a selfie before sharing on their socials using [#AHolidayToRemember](#).

Dafydd Pugh Williams, Marketing and Innovation Director, at Diageo GT said, "It's incredibly exciting to announce the opening of Lounge 0.0%. At Diageo, we want to change the way the world interacts with alcohol for the better by celebrating moderation."

"Our hope for Lounge 0.0% is that we can inspire and educate travelers as they embark on their journey, for many perhaps their first holiday since the pandemic, to choose balanced choices and make it a holiday to remember."

Paul Martin, WDF Liquor Category Manager said: "Diageo is a key partner for us and we are delighted to be able to support their latest campaign activation in our World Duty Free store in Heathrow T 5. As a leading travel retailer, we are committed to helping our customers drink responsibly and with the creation of Lounge 0.0% and an engaging quiz concept, Diageo has introduced an innovative way to remind travelers of the importance of responsible alcohol consumption."

## EMPLOYMENT OPPORTUNITIES



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MONARQ Group is a leading independent regional import, distribution & marketing group of premium alcoholic beverages across Latin America, the Caribbean as well as the US duty free channel, including cruise-ships. We handle the import, distribution and marketing of a portfolio of well-known FMCG A-brands of alcoholic beverages.

The company has offices in Miami, Mexico City, Santiago (Chile), St Maarten and a global head office in Amsterdam, The Netherlands. [www.monarqgroup.com](http://www.monarqgroup.com).

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- Ability to travel 50% of the time

**Required Skill Sets**

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