

## Top Brands acquires Mega Shopping store in Iquique, Chile

Top Brands has acquired Mega Shopping, a prominent store located in Iquique, Chile, from the Vierci Group. The store, which spans an impressive 1,200 square meters, offers a wide range of product categories, making it the largest and most important Duty Free shopping destination in the region, according to the company. It is the largest single store in the Zofri Shopping Mall in Iquique, which is situated 1800 km, north of Santiago, the Chilean capital.

"This acquisition marks a significant step in Top Brands' strategy to expand its portfolio and enhance its presence in key markets," says Top Brands CEO, Danny Yohoros. "Our goal is to not only maintain the high standards of quality and service that Mega Shopping is known for but to elevate the shopping experience for all visitors."

To achieve this, Top Brands says that it is developing a comprehensive marketing campaign aimed at attracting tourists who visit Iquique, turning them into loyal customers. In addition, the company plans to launch an e-commerce platform, enabling customers to enjoy a seamless shopping experience online.

The store will soon be operating under the name LURYX, Top Brands' official retail chain brand, which is already well-recognized in ZOFRI with more than 13 stores.

"This transition reflects our commitment to providing an even more premium and recognizable shopping experience," notes Yohoros.

As part of the transformation, the store will feature exclusive brands, including the internationally renowned Mango franchise, along with many other premium brands available only at LURYX.

"Our diverse selection ensures that we cater to a wide range of



tastes and preferences, offering something special for every shopper. We look forward to continuing the legacy of delivering exceptional value and innovation to our customers through this new phase of growth," says Yohoros.

### Mega Shopping & Zofri Mall

Mega Shopping was opened in December 2010 by the Vierci Group, a Paraguayan multinational. Vierci is involved in wholesale distribution to the travel retail trade in Uruguay, Paraguay, and Bolivia as well as Chile. The company was initially established more than 50 years ago as a wine and spirits importer and has grown to be the biggest private employer in Paraguay involved in a plethora of

industries including distribution, supermarkets, banks, fast-food, TV and radio.

According to the owners, the Zofri Mall is the shopping mall in Chile that has the highest sales per square meter.

The duty free allowance for shoppers is now US\$1850 per journey, with a limit of one journey per month. This means that no VAT or Customs Duty is levied on goods below the duty free allowance.

The majority of shoppers at Zofri Mall are from Chile, but shoppers also come from Southern Peru, Bolivia, and Argentina.

TMI understand that The Vierci Group will continue to operate four smaller speciality stores under the Laser fascia in the shopping mall.  
*Lois Pasternak/John Gallagher*



*The inaugural Cosmoprof event in Miami in 2024 recorded 19,000 attendee visits.*

### More details on COSMOPROF MIAMI

Cosmoprof North America Miami, which is returning for a highly anticipated second edition January 21-23, 2025 at the Miami Beach Convention Center, reports that more than 800 exhibitors across the beauty sector from 43 different countries will be exhibiting, a 17% increase from 2024.

Additionally, the show floor has grown by more than 10%, highlighting the event's enhanced importance within the sector.

Following an extraordinary debut in 2024, this B2B trade show promises an even richer experience for the entire beauty industry from packaging to finished products. With added networking opportunities and in-person events to an even larger exhibit, this show is expected to exceed all expectations.

This expansion reflects the increasing global demand and relevance of the beauty industry, say the organizers.

For more information, go to <https://cosmoprofnorthamerica.com/miami/>.



## Harding+ outlines retail strategies for success in Cruise Retail

Cruise retailer Harding+ has revealed three data backed strategies for driving brand success in 2025.

Drawing on key insights from 30,000 onboard guest surveys, proven sales data, and its experience running 300 shops across 85 ships, Harding+ has identified several strategies to help both established cruise retail players and new entrants succeed.

In broad strokes, these three strategies include: meeting customer expectations with fully rounded brand experiences; investing in exclusives and hyper personalization; and working with the cruise 'family dynamic' as a powerful shift for planning.

With the cruise category set to grow by 12% yoy in passenger numbers, cruise retail offers key differentials for brands in their marketing and sales mix, says Harding+.

Cruising offers brands unparalleled access to customers with 7-14 day dwell time, the ability to integrate into the holiday 'sense of place,' and precision targeting of audiences for each cruise line and destination -- all of which bring real commercial potential, says the retailer.

Harding+ notes that these strategies are based on the results of a strong year of business performance, and insights gathered from multiple data sources, including those 30,000 onboard guest surveys, plus sales and supply chain learnings from significant and industry- first investment in automation and AI technology.

### Brand experience priorities

The **brand experience** strategy comes from analysis of Harding+ brand partnerships that show increases of over 35% in sales impact where experiential has played a role.

In addition, commercial returns match customer insights, since a summer 2024 onboard study revealed 87% of guests said their shipboard purchases were influenced by brand theater.



*Harding+’s retail offer aboard Cunard’s new Queen Anne, including the Cabinet of Curiosities that showcases iconic British brands.*

Harding+ Marketing Director Katie Floyd explains: “When guests are actively seeking out retail as part of their trip, surprise and delight strategies, of course, will help turn their heads. But what is key is to bring elements of education and entertainment into play in each activation, and to recognize that if guests return to the store in question on the same trip (which they do on an average of three times), having something to showcase as different each time matters.”

She suggests that masterclasses and brand ambassadors who bring insights, fun or product demonstrations to life can result in great success.

“Lining up clear product links between the store, the bar and the cabin, for example, absolutely lands better share of mind. And fusing multiple worlds and interests all build relevant storytelling and long term recall into play - as we have recently done for Cunard’s *Queen Anne* ship launch and our ‘Cabinet of Curiosities’ showcase for multiple iconic British brands with technology, art and history working together. There’s no better retail canvas for building brand theatre now than the cruise space.”

Floyd went on to say that data from its summer 2024 guest survey indicated that 92% of travelers are likely or very likely to look

forward to shopping when away, so “building an advantage to be seen, heard and sought out makes commercial, emotional and priority planning sense.”

### The personalization strategy

The second strategy Harding+ recommends is **personalization, exclusives and linking to sense of place**. Cruises are about making memories, and purchases can be indelibly linked to moments, celebrations or locations, resulting in significant loyalty and recall.

Harding+ points out that guest research from mIndset and CLIA reveals that 47% of cruise guests are shopping on impulse and looking for exclusives that they can’t find elsewhere. This means that their cruise trip can deliver retail led as well as travel memories.

In 2024, on board ‘exclusives’ proved to be commercial winners across the 85 ships that Harding+ serves. Initiatives ranged from limited edition small batch whiskies to unique jewelry items tailored to locations, and personalized and engraved premium bottles of spirits. The latter saw one brand’s sales increase by over 200% compared to a previous sailing, with an additional 120% uplift for their wider portfolio.

Harding+ Commercial Director Linzi Walker says: “A unique environment needs unique

elements to match, and the brands that have invested in that approach have seen the rewards, as one size fits all retail strategies don’t necessarily work in cruise retail.”

Walker says that the key is effective collaborations based on listening, sharing and truly understanding the goals of each party in the brand/ship/guest dynamic.

“There is no room for retail to be boring or to lack freshness or relevance, but all the room to launch, treat, specialize or think bespoke for those with the time and desire to invest in brands and efforts,” she explains.

### The rising family dynamic

The third key strategy is to **diver deeper into cruise guest ‘family’ demographics**.

Retailers can capitalize on the shifting demographics in cruise profiles, especially since the average age of a cruise guest is now 46 and 73% of trips involve families of at least two generations, with more than a quarter multi-generational.

From a retail perspective, Harding+ says that this changes the rules of engagement.

Listening to guests and investing in research is “fundamental to keeping ahead of the curve,” says Harding+, especially as its data shows that 75% of families plan for ‘shopping’ to form an important part of their trip.

Katie Floyd explains that integrated thinking works: “What can keep the kids happy and the parents busy or browsing at the same time rather than dividing the family’s attention. Brands need to think through the line of the family dynamic to earn full on engagement.”

*Continued on next page*





## Simon Best appointed client director at Pi Insight and ShelfTrak

Pi Insight, a leading provider of data-driven insights and reporting for the travel retail industry, has appointed Simon Best as Client Director for Pi Insight and its flagship service, ShelfTrak.

With an impressive 15+ years of experience in travel retail, Best has a proven track record of delivering actionable, data-driven insights that inform strategic decision-making. Previously with NPD Travel Retail (formerly Counter Intelligence Retail Ltd.), Best has worked across all major travel retail categories.

“Simon’s extensive industry knowledge and commitment to delivering exceptional client value make him the ideal addition to our team,” said Stephen Hillam, Managing Director of Pi Insight. “With ShelfTrak’s demand accelerating across multiple categories, Simon will play a key role in ensuring our clients leverage the full potential of our insights to drive strategic growth and success.”

### Driving growth and innovation at ShelfTrak

Best joins Pi Insight at a time of rapid growth and innovation. Demand for ShelfTrak’s services continues to surge, says the company, with new clients coming on board in the Alcohol, Confectionery, and Tobacco categories, and clients in the Beauty category expanding, as ShelfTrak extends its data management and reporting services to leading global brand owners.



*Information specialist Simon Best goes to Pi Insight as client director.*

In his role, Best will ensure that ShelfTrak becomes deeply embedded in clients’ commercial strategies, enabling brands and retailers to achieve greater success in a highly competitive travel retail environment.

### What Is ShelfTrak?

ShelfTrak is Pi Insight’s proprietary data platform, delivering comprehensive SKU-level insights for the travel retail industry. Covering 50 airports and 75 stores globally, the platform offers significant visibility into store category execution and enables brands and retailers to make informed, data-driven decisions in terms of optimising pricing and promotions to enhancing product placement and category performance.

For more information about ShelfTrak or Pi Insight, please contact: [garry@pi-insight.com](mailto:garry@pi-insight.com)

## Dougal McGeorge named SR. VP Global Marketing at Mast-Jägermeister SE



*Dougal McGeorge will manage brand activities for Mast-Jägermeister SE beginning in March.*

Dougal McGeorge will start as the new Senior Vice President Global Brand Marketing at Mast-Jägermeister SE on March 1, 2025. He succeeds Wolfgang Moeller, who has left the company after more than twelve successful years.

McGeorge, 52, is an internationally proven beverage and spirits expert. The New Zealander has held senior marketing positions in more than seven countries, including international management positions at Heineken before joining Diageo, where he expanded the global Scotch Whisky portfolio as Vice President Global Brands Director, and diversified Diageo’s offerings in the market as Chief Marketing & Innovation Officer for the Korean national division.

He then went on to manage the

further development of Penfold wines at TWE (Treasury Wine Estates) as Global Chief Marketing.

McGeorge served for several years as a management consultant at the Austrian digital agency LOOP Media.

At Mast-Jägermeister SE, McGeorge will report directly to Volke and will be responsible for the organization of global marketing as well as the strategic brand management of the core brand, Jägermeister. The focus will be on advancing the global brand strategy and working closely with local markets to translate it into unique and innovative brand experiences for consumers.

“In Dougal, we have brought on board a brand strategist with extensive international experience. Across diverse market environments, he has repeatedly demonstrated that he can energize brands achieve growth, position as consumer-centric successfully, and build equity.

“His expertise in brand management and development, as well as his deep understanding of the beverage and spirits industry, make him the ideal person for this key global position,” says Michael Volke, CEO of Mast-Jägermeister SE.

## Harding+ outlines retail strategies for success in Cruise Retail *continued from page 2.*

Some of the multi-generational activities Harding+ has held on-board include a lab-style fragrance masterclass for kids in the beauty shop space while parents sampled and browsed; Pink Parties for Pandora and Swarovski, focusing on charms, pink diamonds and rubies, fueled by pink prosecco and pink lemonade; a timeless Lego masterclass; coloring competitions; and family-relevant treasure hunts across the retail estate.

“The way we look at it is that

shopping can still be an adventure for all,” says Floyd.

Linzi Walker concludes: “As with everything in cruise retail, effort brings significant reward. Experiences, personalization and exclusives, and rounded targeting of activities all fit the wider vibe of a cruise and why people sign up to enjoy one. It makes total sense for retail to think differently here to match mindsets, and why the brand stable we work with is continually growing.”

With the cruise sector forecasting another booming year, Walker believes that brands that do not adopt these strategies could “strategically regret” the omission, especially when high street retail remains challenging.

“The sector spending habits are bucking wider shopping trends and shopping anticipation remains extremely high on the agenda of the 37 million+ annual cruise guests,” she concludes.



*Surprise and delight your guests, says Harding+ Marketing Director Katie Floyd, like these Moët Hennessy executives receiving a glass of champagne when they ring the bell on the Sun Princess.*

## London Supply Trophy raises more than US\$675,000 for charities



London Supply Group President Teddy Taratuty, left, and Mary Taratuty, executive director of the London Supply Foundation, center, celebrate raising more than US\$675,000 for charity.

## Opening of new terminal at Lima postponed until end of March

The new 270,000sqm passenger terminal at Lima's Jorge Chavez International Airport originally scheduled to open in mid-December last year and postponed until the end of January this year has been delayed once again to March 30, 2025.

The Peruvian Ministry of Transport and Communications and airport manager Lima Airport Partners (LAP) issued a statement this week advising of the new date.

"The government's priority is to ensure security and efficiency in airport operations, in line with the very highest standards of civil aviation security. Bearing this in mind we have established a 60-day period to conduct further tests airside and landside, to ensure that operations begin with security and quality for all airport users," said Transport Minister Raúl Pérez Reyes.

"Beginning operations in a new terminal is complicated. For this reason, the opening strategy will be coordinated between the Ministry, Civil Aviation, LAP, and the wider community of airport users. Next week, and in agreement with the airport manager and all the parties

involved, we shall decide whether the terminal will open on one specific day or in staged phases," concluded Pérez Reyes.

Cyril Letocart, CEO of Lagardère Latin America, the duty free concession holder at Lima, told *TMI* last year that they were ready to begin retail operations in the 4,000 sq meters in departures and arrivals duty free as well as a new duty-paid area in national departures. Lagardère will also be controlling 2000 square meters of a diverse food & beverage offer.

## Avolta to launch share buyback of up to CHF 200m

Avolta will launch a share buyback program for the purpose of the subsequent cancellation of up to CHF 200 million (US\$218.56) worth of Avolta AG registered shares. This strategic initiative aims to enhance shareholder value in line with Avolta's Destination 2027 strategy. The program was initially announced by the company's Board of Directors on Oct. 31, 2024.

The buyback is expected to start before the end of January 2025 and to end no later than December 31, 2025. By repurchasing shares at current levels, the company aims to efficiently return additional capital to shareholders.

More than 250 players turned out for the 19th edition of the London Supply Golf Trophy, which was played last week in Punta del Este, Uruguay.

The Argentine duty free retailer announced that US\$676,863 was raised for charity. The money was divided between two charities.

The London Supply Foundation received US\$609,177 to help with various projects but especially to further finance the long-standing work it is conducting in the 1st of May neighborhood in Puerto Iguazu.

In addition, US\$67,686, 10% of the total, was donated to the Pérez Scremini Foundation, a Uruguayan charity that looks after young

children suffering from cancer.

Mary Taratuty, executive director of the London Supply Foundation, said at the tournament prizegiving: "We are eternally grateful for the success of this tournament; it is so moving to see that year after year so many people help us with this tournament and help with the Foundation. Thanks to all the people who help and participate we can continue the work the Foundation does and consolidate new projects like the Sports Complex we are planning for the 1st of May neighborhood this year. The complex will be adjacent to the schools we have already built and will be of significant use for the children."

## Air traffic up 15% at Asuncion as airport authority seeks FAA certification

Passenger numbers at Silvio Pettirossi International Airport in Asuncion, Paraguay increased by 15% in 2024, reaching 1,175,249.

DINAC, the Paraguayan civil aviation authority, also confirmed that it has initiated contacts with the U.S. Federal Aviation Administration to gain certification for the country's leading international gateway. Currently, eleven international airlines operate in Asuncion and Paraguayan authorities are expecting more airlines to begin operating in Paraguay when the airport gains FAA certification.

Sources close to DINAC also indicate that the tender to build and operate the new passenger terminal at Asuncion is expected to be called in Q1 2025. Last year DINAC President Nelson Mendoza said that companies from Argentina, Brazil, Peru, Spain, Italy, France, and United Arab Emirates had expressed interest in the project, which will require an investment of US\$250 million.

The repurchased shares will be cancelled, increasing Avolta's per share metrics.

Xavier Rossinyol, CEO of Avolta, highlighted: "This share buyback program reflects Avolta's strong balance sheet, financial performance and confidence in its future cash generation. In line with our capital allocation policy, we reiterate our committed priorities to invest in the growth of the business, deleverage to 1.5-2.0x and distribute a yearly dividend of 1/3 of the Equity Free Cash Flow. In addition, and in line with our capital allocation policy, we expect to return excess cash to shareholders over the medium-term."

## Robin Ruth: pushing the boundaries of city-themed merchandise

Robin Ruth, a leading name in city merchandise and travel essentials, made a splash at last year's TFWA exhibition in Cannes, unveiling a fresh lineup of appealing souvenir products that embody the brand's commitment to unique design and respond to experience-driven consumer trends. This was the Amsterdam-based company's seventh year of participation at the event.

Robin Ruth introduced new designs in a wide range of collectible products, including travel essentials and city-themed giftware reflecting the brand's distinct identity.

Among the products on show were new-style slippers, dimmable rotating lamps, caps, keyrings, neck pillows and a new line of bags.

**Liat Bonn, client relationship manager at Robin Ruth,** said: "It's an enormous honor for us to return to the TFWA exhibition for the seventh consecutive year, bringing with us new and innovative products that continue to push the boundaries of what city merchandise can be."

“Our product line, which includes everything from baseball caps and bags, to neck pillows, water bottles, slippers and more, has always been about more than just the items – it’s about creating memorable experiences that consumers can carry with them. This year’s exhibition will once again showcase Robin Ruth’s ability to tap into the current consumer need for meaningful, experiences as they travel.”

Robin Ruth also has a large presence in North America. Robin Ruth entered the U.S. market in 2006 and has a big operation in New York with more than 500 sales points.

The brand is also listed within travel retail across 70 airports locations in the USA with different retailers. The brand has also created a custom line for the NBA and various American colleges.

As the company continues to expand its global footprint, Bonn says that Robin Ruth remains dedicated to delivering products that stand out in the crowded marketplace.

Founded in 2002 in Amsterdam, Robin Ruth has presence in many of the world's major cities, building a reputation for providing

distinguished products that not only resonate deeply with consumers but also perform commercially.

The company claims that its commitment to quality enables it to stand out from its competitors. Close attention is paid to detail, ensuring that every item meets high standards of durability and aesthetic appeal. As a result, customers can trust that they are choosing a product that is not only stylish, but is also built to last.

The company also provides private label opportunities. Custom products, created with the same level of precision and care that defines all Robin Ruth products, can be specifically tailored to a brand identity in order to expand a product line or introduce exclusive items.



## Brown-Forman moves to 100% PCR for Woodford Reserve 50ml bottles

In another step forward in the company's ongoing sustainability journey and its efforts to minimize its environmental impact, Brown-Forman Corporation is transitioning the 50ml bottles of Woodford Reserve Distiller's Select to 100% post-consumer recycled (PCR) plastic. The updated packaging will replace the existing Woodford Reserve 50ml packaging worldwide, with its global travel retail debut scheduled with Delta Airlines this year.

Replacing the previous virgin PET bottles, the new PCR bottles utilize an advanced resin that delivers a high recycled content without compromising the bottle's clarity or quality. This change is expected to reduce the primary package's (bottle, lid, and label) greenhouse gas emissions by up to 204 metric tons annually – a 30% decrease – and eliminate 101 metric tons of virgin plastic from the production process, as compared to the previous package.

This initiative follows Brown-Forman's introduction of PCR packaging for Jack Daniel's Tennessee Whiskey 50ml bottles in 2023. While the new Woodford Reserve 50ml bottle is launching worldwide, Delta Airlines will be the first to list the recycled packaging as part of their in-flight offering.



## Bottega brings Bottega Gold Diamond and the Prosecco Premium Vintage Collection to Summit of the Americas

Bottega will present Bottega Gold Diamond and the other releases of the prestigious Prosecco Premium Vintage Collection at the IAADFS Summit of the Americas in March in Miami.

The Italian winery and distillery will be introducing its new premium Prosecco line, "Prosecco Premium Vintage Collection."

The new line is characterized by unique features that raise the quality, including: selection of individual vineyards in the most suitable parcels among the Unesco Heritage Hills; Glera grapes cultivated under the banner of sustainability and harvested by hand at the moment of perfect ripeness; pre-fermentation cryomaceration, to fully safeguard the organoleptic charge of the grapes; maturation in new 'horizontal' autoclaves, the result of advanced technological research applied to qualitative oenology; long fermentation periods (up to 12 months), to obtain wines with different organoleptic expressions depending on the individual vintages and the different crus.

Bottega Gold Diamond is the last release in the Prosecco Premium Vintage Collection.

## Bacardi donates \$100,000 to American Red Cross California relief efforts

Bacardi Limited has committed to donating \$100,000 to the American Red Cross to help people affected by the 2025 California wildfires following massive destruction in the area.

In addition, the family-owned company is mobilizing pallets of water to assist first responders on the front lines. Separate from this donation, Bacardi is providing support to its people directly impacted through relief assistance, flexible work schedules, free counseling services, and more.

"As a family-owned company, we believe in coming together in times of need and hope that this contribution is part of larger efforts to rebuild homes, communities and livelihoods. Our hearts and compassion go out to the many who have lost so much and we want them to know they are not alone," commented **Tony Latham**, Regional President Bacardi North America.