



## IAADFS reveals last minute details for Summit of the Americas

With the 2025 Summit of the Americas beginning tomorrow, Saturday evening, the International Association of Airport and Duty Free Stores has released some updates and information about the program for the show.

### Networking Receptions

IAADFS will host three networking receptions during the 2025 Summit of the Americas, including the Opening Reception on Saturday from 6:30 – 8:30 pm, and Networking Cocktails on Sunday and Monday from 6:30 – 8:00 pm. Attendees who have purchased full registration have access to all three networking receptions, while those who have purchased daily registrations have access to the networking reception(s) on the day(s) purchased.

All receptions will be held at the SkyLawn outdoor event space of the InterContinental Miami, on the fifth floor – this space is accessed through the hotel's spa. Dress for all evening receptions is business casual.

Note that wearing your badge for the networking receptions is not a requirement, but can be an appreciated courtesy for others in attendance, and can help facilitate connections at these events.

IAADFS thanks the following companies for their support of the Networking Receptions: Saturday evening: **Cincoro Tequila/Duty Free Global, Heineken, JTI, and KT International** Sunday evening: **Campari, Four Pillars Gin**

### Presentations on Sunday and Monday

The keynote presentations on Sunday and Monday will be held in the Biscayne Ballroom on the second floor of the InterContinental Miami. Also, for those who are attending the Sunday and Monday morning sessions, note that IAADFS is providing a light continental breakfast and coffee service starting at 8:00 am on Sunday and starting at 8:30 am on Monday, available just outside of Biscayne Ballroom.

Keynote presentation will take place on Sunday morning followed by sessions on Sunday afternoon, Monday morning, and Monday afternoon. See more details about the sessions on at <https://www.2025summitoftheamericas.org/Schedule/Sessions> or in the mobile app.

### Networking Lounge

Take advantage of the Networking Lounge while onsite at the 2025 Summit. Located inside the Chopin Ballroom, the Networking Lounge is a convenient place to connect with others or take a moment to relax while onsite.

### Charging Station

The Charging Station is on the second floor. IAADFS thanks FASHIONPHILE for their generous sponsorship of the Charging Station.

### Wi-Fi Information

Free wi-fi service will be available to all attendees throughout the second floor of the InterContinental Miami. To connect to the Summit wi-fi, select the SSID (network) **CLUBAVOLTA** and enter the password **Avolta25 (password is case sensitive)**. IAADFS thanks **Avolta** for their generous sponsorship of the 2025 Summit wi-fi service.

## IAADFS confirms Avolta as Prime Sponsor of 2025 Summit, reveals other sponsorships

The International Association of Airport and Duty Free Stores (IAADFS) is delighted to confirm that Avolta has committed as the prime sponsor of the 2025 Summit of the Americas, March 8-11 in Miami, Florida.

As the prime sponsor, Avolta's support includes support of the conference wi-fi service and badge lanyards for the event.

Other sponsors include:

**Campari:** Sunday Reception Bar Sponsor

**Cincoro Tequila/Duty Free Global:** Saturday Reception Bar Sponsor

**Essence Corp:** Mobile App Sponsor

**FASHIONPHILE:** Charging Station Sponsor

**Four Pillars Gin:** Sunday Reception Bar Sponsor

**Heineken:** Saturday Reception Bar Sponsor

**JTI:** Saturday Reception Sponsor

**KT International:** Saturday Reception Sponsor

“At Avolta, we value the vital role IAADFS plays in advocating for the industry and are proud to support the Summit of the Americas as a sponsor, reinforcing our commitment to the growth and success of the industry,” said Camillo Rossotto, Chief ESG & Public Affairs Officer at Avolta. “Collaboration and advocacy are key to shaping a strong future for our sector, and we are pleased to play our part.” In addition to Avolta's sponsorship support of the Summit of the Americas, Avolta representatives are participating in several of the sessions being offered during the 2025 event.

Additional information about the 2025 Summit can be found at [www.2025summitoftheamericas.org](https://www.2025summitoftheamericas.org), including details about registration, full session information, and the overall schedule for the Summit.

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## Brown-Forman names Commercial Director Global Travel Retail

Brown-Forman Corporation has announced the appointment of Anton Skobelev as Commercial Director, Global Travel Retail, effective February 1, 2025. In this new role, Skobelev will lead the Brown-Forman Global Travel Retail (GTR) commercial business, reporting directly to Matthew Hodges, VP, Managing Director, EurAsia, India, Middle-East, and Global Travel Retail.

“We are delighted to welcome Anton to our Global Travel Retail business and team. He brings a powerful combination of sharp business acumen and people-focused leadership to this role. His in-depth commercial experience and knowledge will position him well to further our GTR growth,” said Hodges.

Skobelev joined Brown-Forman in 2021 as Sales Director, Russia. He became General Manager,

Ready-to-Drink, USA and Canada, in 2022, based in Louisville, Kentucky. Skobelev brings over 20 years of sales and commercial experience from the beer and consumer packaged goods industry, having worked at Grolsch, SABMiller, ABInbev Efes, and Mondelez, before joining Brown-Forman. For his new role, Skobelev will move to Amsterdam, where the company's regional headquarter for Europe, Africa, and Asia Pacific is located.

## Aberlour launches new GTR exclusive range



Aberlour has introduced a new range of single malt whiskies, exclusively available for global travel retail.

The new collection, which features the new look and feel of Aberlour's recent significant visual identity refresh, comprises Aberlour 13 Year Old, Aberlour 16 Year Old Double Charred Selection, and Aberlour Suthainn.

The new packaging reflects Aberlour's connectivity to the beautiful natural landscape surrounding the distillery, says the company. The color palette is warm and earthy, and the new label features a dominant oak tree over water. The water signifies the fluidity of the River Lough, which neighbors the Aberlour distillery.

The evolved design has been developed with resource-efficiency in mind, including a recyclable presentation canister and a 16% reduction in the glass bottle weight from the previous bottle design.

“By utilizing the power and differentiation of travel retail, our ambition is to make Aberlour a leading player in the ultra-premium single malt category. Through prioritized, data-led distribution we will capitalize on the brand's evident and authentic craft to build awareness and consideration of the

recruiting more craft whisky drinkers in the process. The brand's new look and feel is a stunning reimagining of this much-loved Speyside whisky, and I commend the shared passion and commitment of our teams in getting us to this exciting launch milestone,” says Liya Zhang, VP Marketing at Pernod Ricard Global Travel Retail.

Aberlour 13 Year Old (40% ABV), matured in American oak and Oloroso Sherry oak casks, is sweet and fruity, while Aberlour 16 Year Old Double Charred Selection (43% ABV) brings a depth of flavor and extra sweetness which is enhanced from its selective finish in extra charred American oak casks. The distinguished non-chill filtered release, Aberlour Suthainn (48% ABV), has been crafted using a unique version of the Solera Process, with extra maturation in European sherry hogshead casks.

Aberlour 13 Year Old, Aberlour 16 Year Old Double Charred Selection and Aberlour Suthainn are now available to travel retail customers in UK airports with an RRP of £68, £121 and £85 respectively, and will roll out in a phased approach across selected duty free stores worldwide from April.



## Blue Caterpillar appoints Prendergast as area sales manager for South America

Blue Caterpillar has appointed Eimhin Prendergast as the new Area Sales Manager for South America. In this role, Mr. Prendergast will oversee sales strategies and market expansion efforts across the South American region, aligning with Blue Caterpillar's commitment to nurturing brands and unlocking value.

Prendergast's extensive background includes roles in market analysis, strategic planning, and team leadership, making him a valuable addition to the Blue Caterpillar team.

Blue Caterpillar is confident that Eimhin's appointment will further enhance its commitment to excellence and innovation in the South American market. His leadership and expertise will play a crucial role in achieving the company's strategic goals and expanding its footprint in the region.

Prendergast will be available for meetings at Blue Caterpillar's Suite Sundringham at the Intercontinental during the Summit of the Americas.



BlueCaterpillar

## SHISEIDO launches new ULTIMUNE: memory T cell anti-aging formula for skin



Prestige skincare brand SHISEIDO has launched the new ULTIMUNE Power Infusing Serum, a breakthrough in skin immunity research built on over 30 years of scientific innovation. Powered by SHISEIDO's exclusive Power Fermented Camellia+ technology, this advanced formula strengthens skin's innate defenses and slows the skin aging cycle.

It will be available in travel retail progressively, global travelers can experience the beginning in March 2025.

Building on SHISEIDO's

longstanding research in skin immunity, the new ULTIMUNE Power Infusing Serum works at the cellular level to support 30 million skin cells, fortifying the skin's natural defenses and enhancing resilience over time.

At its core, the patented Power Fermented Camellia+ complex harnesses antioxidant-rich Camellia seed extract, bio-fermented through the traditional Japanese ki-koji process to amplify amino acids by 3.4x for superior skin defense.

The Fermented Camellia Seed Extract helps the skin's immune

cells eliminate old, damaged cells by increasing the protein CXCL9. This protein attracts special immune cells known as Memory T cells, which are crucial for removing aging cells from the skin, keeping it healthier and more youthful.

Shiseido says that this is the world's first Memory T cell anti-aging serum. This breakthrough formulation targets the root causes of aging, reinforcing the skin's moisture barrier to combat dryness and visible signs of aging.

Philippe Lesné, President & CEO of Shiseido Travel Retail, commented, "Led by more than 150 years of Shiseido research and development, SHISEIDO continues to elevate the concept of Japanese beauty. As the expert in skin beauty in Asia, Shiseido Travel Retail understands evolving traveler desires for science-backed products with efficacy that enhance overall wellbeing.

"The brand-new SHISEIDO ULTIMUNE is the result of

Shiseido's leadership in skin immunity research over the past three decades, uncovering how skin defends, regenerates, and thrives. As we bring the world's first Memory T cell anti-aging formula to travel retail, we remain committed to delivering researched skincare that empowers travelers to explore the world."

Retaining its signature rich-yet-dewy texture that absorbs effortlessly, the new formula also introduces Maturika, a natural ingredient known for its calming properties. Infused with a delicate green floral fragrance and natural essential oils.

The new SHISEIDO ULTIMUNE Power Infusing Serum will be available in 100ml bottles in travel retail. Recognizing the evolving skincare needs of travelers, Shiseido Travel Retail is also incorporating the renewed ULTIMUNE into its traveler exclusive offerings, providing convenient and curated skincare solutions for travelers worldwide.

## Clé de Peau Beauté's 'Explore Your Extraordinary': first stop Hainan, followed by global rollout

Shiseido Travel Retail has unveiled the Clé de Peau Beauté 'Explore Your Extraordinary' campaign, a travel exclusive experience designed to showcase the richness of La Crème.

The launch marks Clé de Peau Beauté's fifth anniversary at the China Duty Free Sanya International Duty Free Shopping Complex during Chinese New Year. After debuting in Hainan, 'Explore Your Extraordinary' will roll out to Hong Kong, Macau, Taiwan, Thailand, Japan, the United States and Canada from April.

As one of Shiseido's core brands, Clé de Peau Beauté is pushing the boundaries of performance, precision and prestige. This global campaign focuses on Clé de Peau Beauté's science-backed cream, La Crème, reinforcing its legacy as the epitome of scientific

innovation, Japanese craftsmanship, and uncompromising luxury.

Philippe Lesné, President & CEO of Shiseido Travel Retail, noted, "As a core prestige beauty brand, Clé de Peau Beauté is one of the top priorities for Shiseido Travel Retail. The 'Explore Your Extraordinary' campaign is a

milestone, and we celebrate Clé de Peau Beauté's elevated presence at Haitang Bay during Chinese New Year over the past five years. This year, we are planning the brand's most ambitious worldwide campaign yet – it is a fantastic opportunity to engage global travelers with the unique science

and story of our iconic La Crème."

The 'Explore Your Extraordinary' campaign introduces an exclusive product lineup crafted just for travelers. It features the brand's bestsellers: Clé de Peau Beauté's La Crème, The Serum, The Supreme Series, and the Key Radiance Care range.



*The campaign-exclusive Clé de Peau Beauté's set, featuring the brand's iconic La Crème, Le Serum and Eye Contour Cream Supreme.*

## SUMMIT SPOTLIGHT: CONFECTIONERY

## Nestlé International Travel Retail focuses on extending its footprint in the Americas

Nestlé International Travel Retail (NITR) heads to the IAADFS Summit of the Americas with a continued focus on exclusivity and sustainability, where it will highlight key KitKat and Nestlé Sustainably Sourced Cocoa brands, and the latest additions to the After Eight and Smarties offer as the company sets its sights on further growth in the Americas. (Booth No. 707).

“We are delighted to be back at the IAADFS Summit of the Americas,” said NITR General Manager Fred Porchet. “This important event is well-timed as we look to extend our footprint in in this key yet diverse market, and especially in North America, through strong collaborations with existing and new partners.

Pochet notes that while the Americas – which includes the airport, border and cruise channel--account for a large part of its global travel retail sales, NITR believes it can grow by extending its network and by focusing on demand for exclusive products and experiences.

Despite the challenge of soaring cocoa and commodity prices, Porchet says that NITR is “determined to maintain an attractive, affordable and premium offer, based on shopper needs.”

### New product developments

NITR’s **KitKat** will introduce three travel retail-exclusive products: the KitKat Mix Pouch (372gr) with four flavors, Peanut Butter, Salted Caramel, White and Classic; the 161gr KitKat Senses Miniatures with Milk, Caramel and Hazelnut flavors in a miniature format, and the KitKat Ball (111gr), a crispy, light-textured chocolate snack.

The new launches will be backed by a 360deg campaign encompassing the entire passenger journey, including pre-trip digital and social media assets, in-store activations and further post-trip promotions via social media.

The **Nestlé Sustainably Sourced Cocoa** chocolate range, introduced in March 2024, exemplifies the company’s dedication to travel exclusives, responsible cocoa sourcing and premium chocolate craftsmanship. This exclusive travel retail line is crafted using cocoa certified by the Rainforest Alliance and procured through the Nestlé Cocoa Plan, a program established to foster a sustainable cocoa supply chain by enhancing farmers’ livelihoods and product quality.

The product line-up features four 170gr tablets: Dark Chocolate with Blueberries, Almonds & Hazelnuts; Milk Chocolate with Raisins, Almonds & Hazelnuts; Milk Chocolate with Cranberries, Almonds & Hazelnuts and Milk Chocolate & Hazelnuts. Four 270gr tablets are available in Dark Chocolate, Dark Chocolate with Almonds, Milk Chocolate and Milk Chocolate with Almonds.

A 426gr pouch containing approximately 45 individually wrapped pieces in Milk Chocolate, Dark Chocolate, and Milk Chocolate with Hazelnuts completes the range. New to the offer is the 170g Dark Chocolate Thins pack of 20 individually wrapped premium chocolate squares in three varieties: 70% Cocoa, Cocoa Nibs and Salted Caramel. In line with Nestlé’s commitment to environmental sustainability, the packaging is

designed to be recyclable.

NITR is targeting premium gifting with the latest additions to its After Eight range which include a 400g After Eight Limited Edition Strawberry and After Eight Sense of Place sleeves.

**Smarties**, the first global confectionery brand to transition to recyclable paper packaging, will be showcasing the Smarties Mini Sharing Bag (355gr) and the Smarties Cool Creatures Set.



## Haribo brings three new innovative products to Summit of the Americas

Haribo is launching three new products at the Summit of the Americas: Haribo Miami Fizz, Haribo Berry Clouds, and Haribo Peaches.

**Haribo Miami Fizz** (425g) is a travel retail exclusive that blends tropical flavors with with apple, lemon, and strawberry all in one sour taste. The new vegan-friendly pack launches from April 2025 in most major travel retail locations worldwide.

**Haribo Berry Clouds** (650g), launching in the Americas by Summer 2025, features a colorful, triple-layer foam gummi in blueberry, wildberry and strawberry flavors in cloud shapes, in a resealable pouch (650 g).

**Haribo Peaches** (700g) are two-toned sugar-dusted peaches that are tangy and sweet, in a resealable sharing pouch.

Haribo says it continues to develop a consistent pipeline of new product innovations, particularly in response to the

continued appeal of sour flavors.

“At Haribo, we are constantly innovating new offerings to excite the consumer and support our retail partners by celebrating the trend for gummies and sugar candies with bold, new discoveries in flavors, textures and attractive pack formats. The lively sourness of Haribo Miami Fizz joins sweetly soft Haribo Berry Clouds and the perfectly practical, pouch format of Haribo Peaches, all result from our continuing investment in a deep understanding of the consumer and the long-term shifts in confectionery, moving from traditional chocolate products to gummies and other candies. Insight is the absolute key catalyst in driving new sales firepower to our retail partners with a portfolio of exciting and relevant innovation that grows the category and recruits a larger audience seeking diverse and adventurous taste experiences,” says Elisa Fontana, Director Marketing, Travel Retail at Haribo.



## KROMA Makeup, natural and sustainable for 20 years, wins European purity award, snags first travel retail airport listing



Kroma Makeup founder Lee Cristou

KROMA Makeup has won the Acclaimed award at the 2024 European Natural Beauty Awards for its KROMA Botanical Concealer; while its Botanical Lip Gloss was shortlisted for the awards. This international recognition for the Florida-based brand is the culmination of 20 years producing health-conscious, customized products made with natural ingredients, says company founder, Greek-born Lee Cristou (KROMA means color in Greek).

“We were so excited about being short-listed for this award, especially because the European standards for ingredients are so high. And the ENBA only short-listed a handful of makeup lines,” Cristou tells *TMI*.

The winners were announced in Stockholm, Sweden in October. “We have placed the Acclaimed badge on our product so that the concealer can really stand out. The European ingredient standards are so strict that this badge is a real compliment. We are looking into competing in another show in Paris with additional products this year,” she says.

Cristou is looking at this European award as a way to help Kroma expand sales to Europe. Kroma already has a European and Swiss trademark, plus is trademarked in Canada as well as the U.S. Cristou says that Kroma has brought in an expert consultant to help them expand internationally, as well as in travel retail.

The company has just received its first travel retail listing at Cincinnati/Northern Kentucky International Airport with EJE Duty Free. Kroma is starting out with four counter-top display units, one each for face, eyes, lips and cheeks.

“The displays are filled with our best-sellers using all my formulas,” says Cristou.

Cristou began producing makeup from natural products in 1999, long before it was on trend. As an educator and celebrity makeup artist, as well as former model, Cristou’s first formulas resulted in a line of hypoallergenic makeup, but expanded to include a customized mineral makeup line, made from natural botanicals and high-grade minerals. Today, the KROMA products are made with organic-based pure natural botanicals and minerals, which she says are doctor-recommended and spa-approved.

After two decades in Central Florida, where Cristou still customizes makeup for VIP clients like Orlando and Disney executives, the KROMA creator began thinking about expanding internationally, including into travel retail. KROMA has exhibited at the Summit of the Americas for several years, where the booth has generated a whirlwind of attention.



The brand has developed a special kit for travel retail called Skin Rescue, which contains three of Kroma’s best-selling products in travel sizes: Vegan Vitamin C Serum, Vegan Daily Moisturizer, and Telia Lifting Primer, which is a nutrient packed moisturizer primer– in- 1- cream, says Cristou.

What also sets KROMA apart from competitors is the high quality of the rich pigments, and durability of the high-grade minerals that go into the makeup, enhanced by natural preservatives safe for the most sensitive skin,

says Cristou. The KROMA portfolio is made up of nearly 200 SKUs, 75% of which is makeup. KROMA also offers sustainable, vegan skincare. “It’s hard to find natural makeup that’s high performing, and that’s where we come in. And because we’ve worked for 20 years with dermatologists and spas, we have been in a lot of spas in the hotels, where we’ve done very well.”

Kroma will be exhibiting at the Summit of the Americas. For more information, go to <https://www.kromamakeup.com>

### Coty unveils new Gucci Alchemist’s Garden EDPs and campaign

Gucci Beauty has added three new scents—Vanilla Firenze, Fiori di Neroli, and Osmanthus Nectar—to **The Alchemist’s Garden** collection, which will be available in Travel Retail in the Americas as of March 1. The new scents, which the company says embody the essence of an alchemical legacy, join the collection alongside best-seller Tears from the Moon.

To create the innovative, luxury scents, Gucci’s collective of perfumers have treated four flowers – Italian Orris, Damascena Rose, Neroli and Osmanthus – in four different ways, using a dynamic process inspired by the four alchemical stages of matter transformation, each linked to one of the four elements: Substratum (Earth), Vaporum (Air), Liquidum (Water), and Ignis (Fire).

The new campaign for The Alchemist’s Garden showcases the evocative ingredients and processes behind each scent through immersive, tactile imagery that embodies Creative Director Sabato De Sarno’s vision.

Whether through the element of Earth, Air, Water, or Fire, the campaign brings the unique alchemical transformation of each fragrance to life, enlivening the senses.

