

## TFWA Asia Pacific Live event in Singapore rated a “huge success”

There was much to celebrate this week when the Asia Pacific duty free and travel retail industry reunited for the first time in three years in Singapore at TFWA Asia Pacific Live.

TFWA reports that 677 delegates from 235 companies attended the event at the Marina Bay Sands Expo & Convention Centre to network with industry peers and participate in workshops which took place across the three days. A breakdown of the figures shows that 261 representatives from 43 buyers and landlords, 100 representatives from 56 agents, and 206 delegates from 83 brands attended, alongside a range of industry colleagues, partners and representatives from the press.

Attendees took advantage of the opportunity to network in-person: 411 meetings took place throughout the event via TFWA's ONE2ONE meeting service, in addition to a myriad of meetings which took place outside this service. Networking lunches and hosted coffee breaks provided additional opportunities to catch up with industry colleagues throughout the three days. Delegates also enjoyed after-work drinks on Monday and Tuesday night, and

an informal wine tasting on Wednesday evening.

Six workshops took place over the course of the event, kicking off with opening addresses from TFWA president Erik Juul-Mortensen and Asia Pacific Travel Retail Association (APTRA) president Sunil Tuli, after which delegates heard from renowned futurist and Fourth Industrial Revolution expert Charlie Ang on how new technologies and modes of consumption are changing the way we do business.

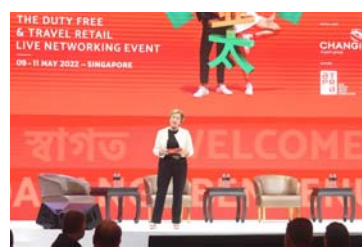
Throughout the week, other workshops took place exploring such topics as the travel retail markets in India and the wider Asia Pacific region, the digital transformation in Southeast Asia and how the increasing presence of technology in travel will shape the consumer way of life and what ‘sustainability’ truly means for shoppers in Asia, along with a knowledge-sharing session aimed at updating APTRA members and their business partners on the current status of the duty free and travel retail industry.

Replays of all these sessions will be available soon on TFWA 365.



*Left: Networking at the TFWA Lounge in Singapore.*

*Below: Workshops were a big draw at the event: from left- TFWA Managing Director John Rimmer, APTRA Executive Director Anne Kavanagh; Sunil Tuli, APTRA President (and Group Chief Executive of King Power Group), and TFWA President Erik Juul-Mortensen*



Mark your calendar for the  
**2023 Summit of the Americas**,  
which will be held  
April 18-21, 2023,  
at the  
**Palm Beach County Convention Center,  
West Palm Beach, Florida.**

**Note that the 2023 Summit follows a different day pattern,  
with the Opening Reception on  
Tuesday, April 18.  
Exhibit booths and private rooms will open to  
attendees on Wednesday - Friday, April 19-21.  
The IAADFS looks forward to  
seeing you in West Palm Beach  
next April 18-21!**

### LVMH names Stéphane Rinderknech to lead hospitality division

LVMH has appointed Stéphane Rinderknech to lead its hospitality division, naming him chairman and CEO of LVMH Hospitality Excellence, effective June 6. Rinderknech succeeds Andrea Guerra, who is exiting the role at the end of May.

Rinderknech, most recently president and chief executive officer of L'Oréal USA, began his career in 2002 with L'Oréal in the Americas travel retail division (Parbel), before taking on positions in Japan and South Korea. He moved to China in 2011, first as general manager of L'Oréal's Luxe Division, then as head of the Consumer Products Division before being promoted to president and CEO of L'Oréal China for all divisions and corporate operations.

Rinderknech also becomes a member of LVMH's executive committee. Guerra will then become a strategic and development senior adviser to the French conglomerate, according to WWD.

The LVMH Hospitality Excellence division, which the Group began in 2018 with the acquisition of the Belmond properties, now comprises Hôtels Cheval Blanc and Belmond Hotels and Trains, which together count more than 50 luxury hotel, restaurant, train and river cruise properties.

**BY THE NUMBERS**
**The WTTC/ForwardKeys forecast massive increase in global international inbound travel**

The World Travel & Tourism Council (WTTC), in partnership with ForwardKeys, forecast a major increase in global international flights bookings as international travel takes off.

They predict a promising prospect ahead for summer holiday travel, with destinations such as the Caribbean and Latin America leading the international inbound bookings, with seven out of the top 10 travel destinations.

According to ForwardKeys, Costa Rica, Aruba, the Dominican Republic, and Jamaica, are leading the ranking of the top 20 best performing destinations for the summer. All of these destinations, which rely heavily upon international travel, have recorded bookings that surpass pre-pandemic levels.

India and Pakistan are also highly popular, thanks to travel mainly for visits to family and friends.

In Europe, destinations such as Iceland, Greece, Portugal, Spain and France are showing a strong resurgence with travel bookings just slightly behind pre-pandemic levels.

Africa and the Middle East also feature in the top 20 list with Tanzania, Qatar and Egypt reaching close to pre-pandemic levels of travel.

According to the ForwardKeys data, Q1 and Q2 figures for this year are showing triple-digit growth for inbound flight bookings around the world compared to last year, including the Americas, Europe, and Asia.

Travelers are also spending more on travel following the loosening of restrictions, with heightened demand for premium cabin classes in 2022. Stronger last minute bookings are also trending.

Arrivals in Europe are showing “a massive 350% surge” in international arrivals for Q1 in 2022 compared to last year.

The continued recovery of the Travel & Tourism sector in the Asia-Pacific region looks set to accelerate as destinations gradually reopen throughout 2022.

**Caribbean and Latin American destinations are leading the summer outlook**

On-the-book worldwide international arrivals in Jul-Aug 2022 as of 5 April 2022, compared with same period in 2019

Most resilient destinations		Var vs 2019	Most resilient destinations		Var vs 2019
1 <sup>st</sup>	Costa Rica	+30%	11 <sup>th</sup>	Greece	-11%
2 <sup>nd</sup>	Aruba	+23%	12 <sup>th</sup>	Tanzania	-12%
3 <sup>rd</sup>	Dominican Republic	+16%	13 <sup>th</sup>	Qatar	-18%
4 <sup>th</sup>	Jamaica	+15%	14 <sup>th</sup>	Egypt	-19%
5 <sup>th</sup>	Pakistan	+14%	15 <sup>th</sup>	Brazil	-20%
6 <sup>th</sup>	Mexico	+10%	16 <sup>th</sup>	Ecuador	-21%
7 <sup>th</sup>	Bahamas	-2%	17 <sup>th</sup>	Portugal	-22%
8 <sup>th</sup>	Colombia	-5%	18 <sup>th</sup>	Turkey	-26%
9 <sup>th</sup>	India	-10%	19 <sup>th</sup>	Spain	-27%
10 <sup>th</sup>	Iceland	-11%	20 <sup>th</sup>	France	-27%
			TOTAL		-39%

Check out the latest analysis at [www.forwardkeys.com](http://www.forwardkeys.com) | #ForwardKeys

© ForwardKeys, 2022. All Rights Reserved

**BY THE NUMBERS**
**DXB records busiest quarter since 2020**

Underscoring the recovery in passenger air traffic, Dubai International (DXB) reports the busiest quarter since 2020 with 13.6m passengers in Q1 2022. DXB is the world's busiest international hub. This is the second consecutive quarter when passenger traffic at DXB has surpassed the 10-million mark.

**Key facts and figures**

DXB recorded 5.5m passengers in March, for a total of 13.6m in the first quarter of 2022, up 15.7% compared to 11.8m passengers in the final quarter of 2021. This is approximately double the 5.7 million passengers DXB recorded in the first quarter of 2021.

DXB is currently connected to 193 destinations across 92 countries via 73 scheduled international carriers.

**Top destinations**

India continues to be DXB's top destination country with passenger traffic reaching 1.6m, followed by **Saudi Arabia** (1.1m), Pakistan (997K) and **the UK** (934K passengers). The top three cities in terms of passenger numbers were **London** (617K passengers), **Riyadh** (517K), **Jeddah** (337K), followed closely by **Istanbul** with 324K passengers).

**Servy expands presence in Canada with launch of YVR Order Now digital platform**

Hospitality self-service platform Servy has launched its second airport marketplace program in Canada at Vancouver International Airport (YVR).

YVR Order Now allows passengers to order their meals with their phones through [yvr.ca/ordernow](http://yvr.ca/ordernow).

This mobile ordering platform lets users skip the wait, and notifies them when their meal is ready to be collected at the restaurant pick up counter.

YVR is transforming its food and beverage program to provide more fresh, local and authentic offerings reflective of the diverse culinary choices in the Vancouver community. The introduction of YVR Order Now, powered by Servy's Grab Airport Marketplace, provides another way for passengers and airport employees to easily access options available in the terminal both pre and post security, through the convenience of their mobile phones.

The web-based program is currently available at over 20 participating restaurants on YVR Order Now including Canucks Bar & Grill, Joe & The Juice, Pacific Farms Market, Subway, Tim Hortons, Vino Volo and Wendy's, with more options to be added later in the year. YVR Order Now is available in both English and French.





## Carnival breaks ground on new Grand Bahama Island cruise port

Carnival Cruise Line, in cooperation with the Grand Bahama Port Authority and the Government of The Bahamas, held a groundbreaking ceremony for its new cruise port destination on Grand Bahama Island on May 12.

“With the start of this Carnival project, Grand Bahama is now on the better side of reaching its true economic potential,” said Philip Davis, Prime Minister of The Bahamas. “This investment will provide much needed jobs but will also signal new hope for the island’s recovery.”

The new Carnival Grand Bahama cruise port, expected to open in late 2024, is being developed on the south side of the island and will offer many features and amenities, along with business opportunities for the residents of Grand Bahama.

“As we celebrate our 50-year partnership with The Bahamas, today’s groundbreaking on our incredible new Grand Bahama destination represents an opportunity to collaborate with the government and people of Grand Bahama – to contribute to the local economy through job and business opportunities, meaningfully engage



*From left, Minister for Grand Bahama Ginger Moxey, Carnival Corporation President and CEO Arnold Donald, Bahamas Prime Minister Philip Davis, Carnival Cruise Line President Christine Duffy, Bahamas Deputy Prime Minister I. Chester Cooper, Carnival Corporation Senior Vice President, Port and Destination Development Giora Israel, Carnival Corporation Chief Operations Officer Josh Weinstein, Grand Bahama Port Authority Acting Chairman Sarah St. George, used ceremonial shovels to officially mark the beginning of construction. (Photo via Lisa Davis, BIS)*

with local communities, and further expand our experience offerings for our guests who will have a breathtaking new port of call to enjoy,” said Carnival Cruise Line President Christine Duffy. “Our sincere thanks to the government of The Bahamas and The Grand Bahama Port Authority for their continued support as we begin construction. Our guests already love The Bahamas, and we are certain this new project will give them even more reason to want to visit.”

The new cruise port pier will be able to accommodate up to two Excel-class ships simultaneously, such as the 5,282-passenger *Mardi Gras*. Guests will be able to explore Grand Bahama by sea, via a dedicated shore excursion dock, or by land, via the dedicated ground transportation hub. The cruise port itself will also feature an area designated as a nature reserve and an interior pool feature, along with many Bahamian-operated retail, food and beverage

options.

“The Carnival groundbreaking is very significant to the residents of Grand Bahama. This development signals opportunities for creatives, vendors, and small and medium sized businesses, and represents our commitment to collaboration with local and international partners for the betterment of our island,” said Ginger M. Moxey, Minister for Grand Bahama.

## Avianca, Gol merger to create a “pan-Latam” airline group

Colombia’s Avianca and Brazil’s GOL have signed a landmark agreement to create a leading air transportation group across Latin America under a holding company named Abra Group Limited.

Subject to customary regulatory approvals and closing conditions, the Abra Group will control Avianca and GOL under a single holding.

The Group will also own a non-controlling 100% economic interest in Viva Air’s operations in Colombia and Peru as well as a minority interest investment in

Chile’s Sky Airline.

Together, Avianca and GOL will anchor a pan-Latin American network of airlines that will have the lowest unit cost in their respective markets, the leading loyalty programs across the region, and other synergistic businesses.

Avianca and GOL will continue to maintain independent brands, talent, teams, and culture while benefiting from greater efficiencies and investments under common aligned ownership.

Abra will provide a platform for the operating airlines to further reduce costs, achieve greater econ-

omies of scale, continue to operate a state-of-the-art fleet of aircraft, and expand their routes, services, product offerings, and loyalty programs.

The airlines under the Abra Group ownership will offer customers the largest network of complementary routes, with minimal overlap, across their markets.

Abra Group Limited is a UK-incorporated closely held company. Investors will invest up to \$350 million in Abra Group once the merger is finalized in the second half of 2022.

Abra Group will be chaired by Roberto Kriete, who grew TACA in the 1980s into the leading Central American airline before merging it with Colombia’s Avianca Airlines in 2009, and went on to found leading Mexican carrier Volaris in 2006. The CEO will be Constantino de Oliveira Jr., who founded GOL Airlines in 2001.

Adrian Neuhauser, current President and CEO of Avianca, and Richard Lark, current CFO of GOL, will serve as the group’s Co-Presidents.

## Paradies Lagardère wins restaurant/retail contract at ATL Concourse T-North



Paradies Lagardère has been awarded a new 10-year concessions contract for three new restaurants and a new hybrid retail brand at Concourse T-North at Hartsfield-Jackson Atlanta International Airport.

The new contract was approved by the Atlanta City Council on May 3, and features Starbucks, a Tropical Smoothie Cafe, a new version of the award-winning VINO Volo, and a partnership with James Beard Award nominated Chef Duane Nutter.

The \$330 million Concourse T North expansion underway will add five gates and 6,000 feet of

concessions space. The first three gates are expected to be complete by October, according to the *Atlanta Journal-Constitution*. The remaining two gates, along with the new concessions, should open by December.

**Starbucks** will be an anchor for this new plan and will feature its Order & Pay Ahead option through the Starbucks app.

**Vino Volo** will introduce its new contemporized design in ATL, featuring an expanded beverage program offering craft beer and cocktails with local influences, a reinvented menu, and its immersive wine experience.

**Smoothie Cafe:** Atlanta-based Tropical Smoothie Cafe will showcase salads, wraps, sandwiches, flatbreads, and smoothies in a colorful location.

**Southern National Market:** James Beard Award nominees Chef Duane Nutter and Reggie Washington are bringing creative hybrid concept Southern National Market to the airport, combining gourmet pizza, and a menu crafted from fresh seasonal ingredients, with a curated selection of regional gourmet and gift items as well as other retail essentials. Nutter and Washington are the original culinary team behind the award-

winning *One Flew South* restaurant at the airport.

"We greatly appreciate this opportunity and are thrilled to bring this incredible collection of brands to the Concourse T-North project at Hartsfield-Jackson Atlanta International Airport," said Gregg Paradies, President and CEO of Paradies Lagardère. "With a great history and partnership with ATL, we are very confident that these iconic brands and Chef Nutter's creativity will thrill travelers and elevate the overall guest experience in this portion of the airport."

## ARRA urges airports to waive some pricing policies

The Airport Restaurant & Retail Association (ARRA) has urged airports to relax concessions pricing policies to avoid a second financial crisis for airport concessionaires.

In a paper issued this past week by Andrew Weddig, executive director of ARRA, the organization asks airports to 1. Waive contract restrictions on the frequency of price changes; 2. Waive contract approval requirements of price changes; and 3. Adopt adaptive pricing that permits individual concessionaires to respond as necessary to cost pressures and market conditions.

Concessionaires face labor shortages, increasing labor costs, passenger volumes and sales still

generally below 2019 levels, and increased debt obligations, said Weddig. Airport restaurateurs and retailers are now operating at break-even cash flows at best.

Adding to these challenges is the current threat of high inflation. Weddig said: "The headline Consumer Price Index (CPI) inflation rate reported for March by the U.S. Bureau of Labor Statistics was 8.5% over the past 12 months. This is the highest rate of inflation in 40+ years. Further, the magnitude of cost inflation for restaurateurs and retailers has been extraordinary, even exceeding consumer price inflation.

"Since March 2021, the Producer Price Index for food & alcohol wholesaling increased

10.2%; the index for merchant wholesalers of non-durable goods, 10.7%. Each of these is representative of the increases in costs of goods airport concessionaires (and all food service and retail businesses) are experiencing," he said.

"Cost inflation of this magnitude seriously squeezes concessionaire profit margins: anywhere from 250 to 500 basis points of profitability – a significant financial blow to a recovering business," he argued, especially since most concessionaires are not able to increase prices to offset increasing costs because "market basket" pricing rules restrict price changes to once or twice a year.

"Any cost increases between permitted price changes shrinks profits and is lost forever to the concessionaire..."

In this scenario, ARRA is urging airports to allow individual concessionaires to independently manage their own prices in a manner that best fits their revenue and cost conditions.

"More adaptable pricing will allow concessionaires to mitigate the financial impact of inflation as they work their way out of the financial impacts of the pandemic. ARRA encourages airports to adopt adaptive pricing to support their concession partners during these economically challenging times," he said.



## Godiva launches global marketing campaign “Godiva is Chocolate” to communicate wider availability of the premium brand

Godiva has announced the launch of **GODIVA Is Chocolate**, a marketing campaign celebrating Godiva’s growth beyond its strong gifting roots, as it expands its availability “into the chocolate aisle.”

With nearly 100 years of history and a rich Belgian heritage, the iconic brand is renowned for the highest possible quality in its premium products, ingredients, and signature packaging.

The company says that it is now growing its presence in retail to be an “elevated” every day treat for anyone – and this new campaign is a big part of that plan. The global campaign will have a major focus in the USA market.

Godiva has partnered with actor Chris Evans to be the voice of the new **GODIVA Is Chocolate** marketing campaign. Evans, best known for his roles in “The Avengers” franchise, “Knives Out” and “Gifted,” has an approachability and charisma that lend themselves to the new Godiva brand position-

ing and sentiments in the new campaign.

The **GODIVA Is Chocolate** campaign, developed in partnership with TracyLocke, showcases Godiva as a premium treat that all of us deserve to enjoy each day – instead of saving it only for special occasions. The message focuses on its portion control sizes, sharing packages, on-the-go convenient formats, in addition to its formal, high-end gifting boxes. This new campaign communicates quality, premiumness, and leadership.

**GODIVA Is Chocolate** will launch on the U.S. market and feature spots across Over the Top Media, digital, social media (e.g. YouTube, Facebook, Instagram) and retail touchpoints through in-store signage to reach consumers where they are. The campaign will also be featured in impactful Out of Home locations and billboards to further drive the message of the campaign. The ads will highlight Godiva’s product portfolio with four creative spots, each high-



lighting four different Godiva products, including: Signature Mini Bars: Eight individually wrapped portion control chocolate bars; Chocolate Domes: Multisensorial and textured, with creamy, crispy and crunchy layers; Masterpieces: Crafted chocolates with elegant designs and luxurious fillings; and Classic Gold Collection: Godiva’s new-to-market Iconic Gold collection chocolates now available where consumers shop every day.

All products are available at U.S. retailers nationwide, and on [godiva.com](http://godiva.com). They are also available at various GTR points-of-sales across the country.

## Hershey World Travel Retail launches high-impact Reese’s campaign with Dufry

Hershey’s World Travel Retail team will celebrate the launch of a new Reese’s brand campaign in duty free stores around the world with Dufry in May.

The campaign asks consumers to “**Show Us How You Reese’s**,” celebrating the many ways to eat Reese’s. Whether one explores it, nibbles it, bites it or devours it, the campaign recognizes that there is no wrong way to eat a Reese’s Peanut Butter Cup.

“We have long understood that consumers love to eat their Reese’s cups in ways that are personal and special, creating a unique and individualized experience,” said Nancy Amato, Sr Customer Marketing Manager World Travel Retail, The Hershey Company. “The campaign celebrates these unique differences because in the end, there is really no wrong way eat a Reese’s cup!”

The campaign will culminate with **I Love Reese’s Day** on May 18, which is being celebrated by Hershey around the world in 2022. The I Love Reese’s Day campaign in duty free stores is an exclusive partnership with Dufry for 2022 and will be expanded to more travel store locations in 2023.

Hershey and Dufry will execute the campaign in more than 16 key airport locations around the world. The activations will vary from airport to airport but all will feature high-visibility Reese’s Brand displays that celebrate the many ways to enjoy a Reese’s Cup.

The campaign will also feature special offers, such as “Buy 2 Save 25% on Reese’s Peanut Butter Cup Miniatures 355-385g Pouches” and in-store product sampling.

High-visibility Reese’s activations have begun at Heathrow’s

Terminal 3 and in Amman, Jordan. Upcoming Reese’s campaign locations for 2022 include Heathrow T5, Alicante, Madrid, Gatwick, Greece, Houston, Las Vegas, Toronto, Rio, Chile, Cancun, Argentine, Uruguay, and Bogota.

Philippe Moryl, Dufry’s Global Head of Category for Confectionery & Food, commented, “...With multiple executions across the calendar in all regions, we want to give our customers the opportunity to interact and experience this power brand and share their experience. It was important for us to build on the great partnership we have enjoyed with Hershey for many years and support the expansion of the brand beyond the Americas region, where we already recognize the strong attraction of the brand.

“As we see more and more travelers in airports, this campaign offers a great opportunity to reconnect with our customers and interact with them. We are delighted to work with Hershey’s to showcase “I Love Reese’s” and celebrate all the unique ways in which our customers like to enjoy Reese’s products,” said Moryl.



## No.1 Wine & Spirits - Made in Sweden and investing for growth

Well-known spirits specialist **Andre de Almeida** has set up a new drinks industry consultancy, and announces that No.1 Wine & Spirits AB, an independent spirits private company, originally launched in 2007 in Sweden by company founder, **Glenn Ström**, is looking to expand internationally.

The company reports that it plans to grow beyond the Nordic borders into North America, UK, Europe, Middle East and Global Travel Retail. The company has already started to expand and to support its growth ambitions, and has created a wholly owned subsidiary based in the UK, No.1 Wine & Spirits Ltd (UK).

The new division will be responsible for the No.1 Wine & Spirits international business outside of the Nordics. The company has appointed experienced drinks industry executive

**Robert Cooper** as its Chief Executive Officer. Cooper has held senior roles at Diageo, SABMiller and Marie Brizard Wine & Spirits Group amongst others.

### Investing for growth

No.1 Wine & investing to support its future growth by significantly increasing the production site in its home city of Vänersborg, where it is raising capacity from 200,000 9LE to 1,000,000 9LE. The new plant is expected to be fully operational by the end of 2022.

The ambitious plan will support the expected business growth at the home for the blending, bottling, labelling and packaging of the No.1 products made in Sweden.

The pure water of Vänersborg's Lake Vänern and the finest Swedish grains for distillation sourced from local farms, form the



The No.1 Gin of Sweden range includes: Premium Gin; Premium Gin Elderflower & Citrus; Premium Gin Bloodgrape, Orange and Lemon; Premium Gin Strawberry. The No.1 Vodka of Sweden range includes: Premium Vodka; Premium Vodka Tropical; Premium Vodka Blueberry & Raspberry; Premium Vodka Pomegranate. No.1 W&S also produces a recyclable Bag in Box (BIB) range for its vodka and gin and an organic vodka from local Swedish wheat and is aiming to achieve B-Corp status.



### Ron Roble premium rum range:

**Ron Roble Maestro:** a brand new rum released for 2022. Aged for a minimum of 6 years in American ex-bourbon casks.

**Ron Roble Extra Anejo:** Aged for a minimum of 8 years without replenishment of losses in American ex-Bourbon casks. Contains best reserves, aged between 8 to 12 years old.

**Ron Roble Ultra Anejo:** A single vintage limited edition rum. Aged for 12 years under the traditional maturation method, in American ex-Bourbon casks and also Pedro Ximenez (PX) Sherry casks.

**Ron Roble Zafra:** a 15 year old single vintage rum with a limited production of only 1,000 per edition, each certified by the Ron Roble Maestro Ronero, Giorgio Melis.

## No.1 Wine & Spirits signs international distribution agreement with premium Venezuelan rum Ron Roble


No.1 Wine & Spirits (W&S) of Sweden has signed an international multi-market distribution agreement with premium Venezuelan rum Ron Roble.

From 2022, No.1 Wine & Spirits will be representing Ron Roble premium rum internationally, looking to expand across multiple markets covering North America, UK and Europe, Middle East and Asia, as well as Global Travel Retail, while working in partnership with existing distributors where appropriate.

The multiple award-winning Ron Roble rum brand was launched in 2013 and started to export in 2017. It now has a presence in more than 14 markets worldwide. The focus on quality means that Ron Roble is produced in limited batches that are bottled only when deemed to be perfectly matured as exceptional rums. Maestro Ronero of Ron Roble, Giorgio Melis, is the Master Rum Blender with more than 50 years of experience.

Ron Roble premium rum originates from the Yaracuy State in central Venezuela, and uses molasses with low minerality as the base for the rum production. These molasses are fermented for a short period of time before a five column distillation process is used. Only the heart of the distillation is kept, the heads and tails are discarded, producing a clear distillate, low in congeners and ready for the maturation process. This traditional maturation approach for Ron Roble provides it with its defining amber color, complexity, structure and aromas.

For more information, please contact: **Andre de Almeida – Inside the Cask Ltd** [andre@insidethecask.com](mailto:andre@insidethecask.com)

**EMPLOYMENT OPPORTUNITIES**


**Otis McAllister**  
**has an immediate opening for an**  
**Assistant Trade Marketing**  
**Manager**  
**in its Travel Retail division**

**Mission:**

The Assistant Trade Marketing Manager within Otis McAllister's Travel Retail division will be responsible for managing, driving, and reviewing the Sales and Marketing plan for Otis McAllister's Travel Retail division.

They will take ownership of implementing brand activities specific to the customers, retailers and suppliers strategies to successfully position the brands.

**Responsibilities will include but not limited to:**

Promotional Execution.  
 Key Customer Management encompassing assortment review, pricing and margin analysis, and in store presence.  
 Compile Market Management reports for the sales and marketing team.  
 Prepare customer and vendor meeting presentations.  
 Assist with tradeshow coordination.  
 Assist with invoicing and budget tied to trade spend and tradeshow.  
 This position does entail traveling

**Desired Skills and Experience**

Excellent customer service and client relations skills.  
 High Proficiency in Microsoft Office (specifically Power Point & Excel).  
 Experienced in Adobe Creative Suite (specifically Photoshop and In-Design).  
 Strong project management skills.  
 Bachelor's degree in business or marketing  
 Bi-lingual in English & Spanish preferred.  
 Work experience in Travel Retail industry preferred

Interested candidates please contact

Regine Merisier,  
**Trade Marketing Manager**  
[rmerisier@otismcallister.com](mailto:rmerisier@otismcallister.com)

## Rituals Cosmetics launches two new high-performance grooming collections



*Rituals Homme Charcoal Scrub and Cleansing Foam; Rituals Sport Bathroom Essentials.*

This month, Rituals Cosmetics launched two new high performance beauty and grooming collections, **Homme** and **Sport**. The two premium collections, for men and for women, feature invigorating fragrances, soothing textures and innovative formulations.

**HOMME**

The high-performance grooming essentials in the Homme collection offer an expert approach for men's skincare. Bringing together result-driven formulations and hardworking natural origin ingredient complexes, it offers a complete range of high-performance grooming essentials for body, face and beard.

Rituals says that the range is tough on sweat, gentle on shaving rashes and uniquely formulated for the wellbeing of a man's skin. The Homme product formulation includes vitamin E, C and B3 as well as peptides,

ginseng, argan oil and aloe vera. The 22-product range includes shower gels and creams, face and body cleansing foams, and a full selection of beard and shaving products.

**SPORT**

Also launching in May is the brand-new Sport Collection, created using Power Recharge Technology with crisp and fresh notes of citrus, bergamot and peppermint, a heart of spicy florals, pink pepper and ginger, leading to a dry-down of mossy notes and sandalwood. The Sport fragrance is designed to make you feel revitalized and perform at your peak every day.

The Sport collection also includes a selection of car perfumes.

The Homme and Sport Collections are available now in Rituals' standalone travel retail stores, selected Duty Free SIS and Rituals.com.

## Perfumes y Diseño grows Americas fragrance business, expands distribution portfolio with Cartier and Perry Ellis in Caribbean

Spanish Group Perfumes y Diseño reached record sales of 65 million euros in 2021, a 16% increase compared to 2019. The company experienced growth across all its brands and subsidiaries worldwide.

Sales of the Caribbean subsidiary, PYD USA, rose by 80% compared to 2019. The division continues to consolidate its position as a distributor in the territory, both for its group-owned brands and distributed brands. **PYD USA** has been the official distributor for Cartier Fragrances for the past three years, and has added Perry Ellis to its portfolio in 2022, with more distribution agreements underway.

This year, the Group is focused on strengthening its position in key markets including the Caribbean (21 countries), North America (Canada, USA & Puerto Rico) and Latin America (14 countries), via **PYD USA** and has some strong launches planned.

Currently, **Perfumes y Diseño**'s owned brands present in the Americas are Tous Perfumes, Halloween Perfumes, El Ganso Perfumes, Scalpers Perfumes and the most recent creation: Nightology. In addition, the portfolio includes the distribution of Cartier and Perry Ellis in the Caribbean.



*Tous Man Chill is launching this year.*