

Avolta partners with Billy Bishop Toronto City Airport to open a new walkthrough duty free store



Nieuport Aviation has partnered with Avolta's Dufry to unveil an enhanced retail experience in the Transborder Lounge at Billy Bishop Toronto City Airport.

Launched earlier this month, the newly renovated space features an expanded footprint, refreshed design, and broader product assortment, creating a seamless shopping experience for passengers traveling to the United States. Designed as a walk-through retail environment, the store is integrated directly into the Transborder Lounge entrance, allowing all transborder passengers to browse and shop before departure.

The enhanced store offers an expanded

selection of globally recognized and locally loved brands, including Canadian-made products, premium spirits, and travel essentials.

"As Billy Bishop Airport continues to grow and welcome increased volumes of transborder travelers, this new walkthrough duty free represents a meaningful investment in the passenger experience," said Katie Battiston, Chief Financial Officer, Nieuport Aviation. "We want our passengers to have an exceptional experience traveling through YTZ—and to take a little piece of Toronto with them through thoughtfully curated products." *Continued on next page.*



SAVE THE DATE

JUNE 10 @ 8 a.m. ET

Middle East conflict - the impact on the duty free and travel retail industry

The conflict in the Middle East is having a significant impact on our industry in the region, but also far beyond.

To help the industry understand the scale and scope of these impacts, the Duty Free World Council (DFWC), joined by the **Middle East & Africa Duty Free Association (MEADFA)**, is organizing a webinar on **June 10 at 8 a.m. ET**, where insights from **ACI World** on global and regional air traffic data, increasing fuel costs and availability, and broader economic and traveler sentiment impacts will be presented.

This data-led session will be accompanied by regional and global industry perspectives.

Further details on the webinar will be available at <https://dfworldcouncil.com/>



جمعية الشرق الأوسط و أفريقيا للأدوية الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION

Visitor pre-registration opens for TFWA World Exhibition & Conference 2026

Visitor pre-registration is now open for TFWA World Exhibition & Conference 2026 taking place at the Palais des Festivals in Cannes from Sept. 27 to October 1, 2026.

To register and take advantage of early bird prices, please use the link [here](#).

Pre-registration will close on Sept. 3, 2026.

The event opens with the TFWA World Conference on Monday Sept. 28, followed by a week-long exhibition showcasing the latest innovations and product launches across all core categories.

The exhibition is complemented

by a full schedule of networking events designed to facilitate connections and drive business growth.

"We are delighted to open pre-registration for TFWA World Exhibition & Conference 2026 and look forward to welcoming the global travel retail community back to Cannes. Our priority is to continue enhancing the value of the event for our members and participants, ensuring it remains the ideal environment to connect, discover and do business," said TFWA President Sarah Branquinho.

"A distinguished line-up of conference speakers and the full event program will be unveiled soon, and we look forward to sharing further details in the

coming weeks," she continued

For more information and to pre-register, [visit the TFWA website](#) and follow official channels for updates.



JFK Terminal 4 celebrates 25 years of public-private partnership

The Port Authority of New York and New Jersey and JFKIAT, the operator of Terminal 4 (T4) at John F. Kennedy International Airport (JFK), are this month celebrating the 25th anniversary of the nation's first airport terminal to be operated by a non-airline, public-private partnership.

T4 opened in May 2001 after the Port Authority and JFKIAT formed a public-private partnership to develop, build and operate the largest terminal at JFK, replacing the former International Arrivals Building. The company's formation broke new ground as the first non-airline, public-private partnership to operate a U.S. airport terminal. Since assuming operation of JFK T4, JFKIAT has continued to upgrade and expand the terminal, bringing its capacity from 4 million passengers to 27 million passengers annually, increasing the terminal's physical footprint to cover more than 2 million square feet, and serving a wide range of airlines.

The terminal underwent significant expansions in 2013, 2015 and 2024, adding hundreds of thousands of square feet and new gates. T4's sustainability standards

earned first LEED Gold and then LEED Platinum status from the U.S. Green Building Council and its state-of-the-art Security Operations Center opened in 2018 has been hailed as the gold standard for security at JFK Airport and in the aviation industry.

T4's recent \$1.5 billion expansion and modernization, in partnership with Delta Air Lines, is a component of the Port Authority's \$19 billion JFK transformation, which includes two expanded and modernized terminals, two new terminals and an entirely new and simplified airport roadway network.

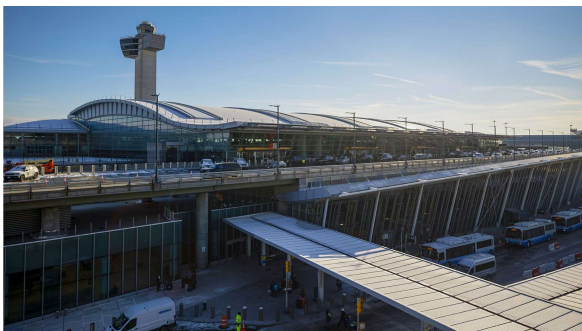
"After completion of the new building in 2001, Terminal 4 officially opened under JFKIAT's operation," said **Roel Huinink, Chief Executive Officer of JFKIAT**. "25 years later, we have become a recognized leader in the aviation industry that welcomes millions of passengers every year. Throughout our journey, our mission to deliver incredible journeys, uphold the highest

standards of safety, and drive innovation in every aspect of our operation has remained constant.

As we look ahead, we are more committed than ever to elevating the T4 experience as we invest in our people and partners, and set even higher benchmarks for New York City's premier international gateway."

As JFKIAT marks this significant milestone, the company is also celebrating the completion of its \$1.5B redevelopment and transformation – its most ambitious expansion of T4 to date – as part of the Port Authority's redevelopment of JFK to transform it into a world-class gateway.

In the next phase of the transformation, JFKIAT is leading the T4 North Star, a strategic vision across the T4 community and stakeholders to reimagine the future of the terminal experience and bring T4's transformation to life. In the coming months, that work will encompass revamping its entire commercial program, launching new services and amenities for passengers, and harnessing the T4 community's entrepreneurial spirit and innovative power to set a new gold standard for the terminal experience, says the company.



Terminal 4 at JFK International Airport is celebrating 25 years of the nation's first airport terminal to be operated by a non-airline, public-private partnership. Right: retail concepts from Hudson that reflect NYC's sense of place.

Avolta's Dufry opens duty free at Billy Bishop Toronto City Airport

Continued from page 1.

"Partnering with global leaders like Dufry allows us to expand our retail offering while maintaining an integrated, quick journey from check-in to departure," Battiston continued.

Passengers can also take advantage of Dufry's Reserve & Collect program, which allows travelers to shop online in advance, enjoy 20% savings as Club Avolta members, and pick up their purchases at the airport before boarding.

"The expanded walkthrough duty free at Billy Bishop Toronto City Airport is a great example of how thoughtful retail design can enhance the journey while meeting the evolving needs of travelers," said Kate Herzig, Executive Vice President, Duty Free North America & Canada Retail Operations, Avolta. "By seamlessly integrating the store into the Transborder Lounge, broadening the assortment to include premium Canadian-made products, and introducing digital-forward features like Reserve & Collect, we're making it easier for travelers to shop, discover, and enjoy added value before departure. We're pleased to collaborate with Nieuport Aviation on a concept that supports growth while delivering a more connected and convenient retail experience."

To celebrate the opening, Nieuport and Dufry hosted a launch event in the Transborder Lounge on May 21, featuring a ribbon-cutting ceremony, product sampling, and an opportunity for passengers to experience the new space firsthand.

Avolta also announced new airport wins at Norfolk International Airport in Virginia and at Riga Airport in Latvia this past week. *See next page.*

Lagardère Travel Retail opens new last minute “Duty Free Express” store at Lima Jorge Chávez International Airport



Lagardère Travel Retail has opened a new “last minute” duty free store at Jorge Chávez International Airport in Lima, Peru. The 182-sqm shop reinforces the commercial offer at Jorge Chávez, extending the opportunity to purchase at the gate, according to the company.

The new Duty Free Express store follows the June 2025 opening of Lagardère Travel Retail’s 4,000-sqm duty free and duty paid retail alongside a 3,300-sqm dining area within Lima’s new terminal, which anchors the company’s presence in Latin America.



Duty Free Express presents a streamlined, accessible and efficient duty free offer positioned at the gate, with a diverse assortment spanning perfumes & cosmetics, liquor, food, fashion and other categories. The store is tailored to suit a wide range of traveler profiles and purchasing needs ranging from a spontaneous gift, a travel essential or a treat before take-off.

“By combining a flagship duty free destination with a dedicated last-minute offer, Lagardère Travel Retail Peru ensures that every passenger can enjoy a relevant and convenient shopping experience when traveling from Lima,” says the company in its official announcement.

“The opening of Duty Free Express marks another step forward in strengthening the commercial offering of the new Jorge Chávez Airport. We want every passenger to find a shopping experience at the airport that is agile, modern, and aligned with the international standards that today define the world’s leading airport terminals,” comments **Marinela Beke**, Retail Business Manager at Lima Airport Partners.

Miguel Ruiz, CEO of Lagardère Travel Retail Peru, adds: “This new opening is important in that it will help us to maximize the commercial Opportunity at Lima Jorge Chávez Airport, while offering travelers even greater choice and convenience. As ever we are grateful to Lima Airport Partners for their support in helping identify new ways to serve our customers even more efficiently.”



This opening is a further demonstration of Lagardère Travel Retail’s ability to create a coherent and comprehensive commercial ecosystem within the airport, says the company.

Donoso joins Avolta Chile

Avolta has appointed Francisco Donoso as General Manager of Avolta Chile. Donoso, an MBA from Kellogg School of Management, joins from Chilean retailer Falabella, where he held several commercial roles over the last ten years.

In June last year, Avolta secured a new 12-year concession at Santiago’s Arturo Merino Benítez International Airport from Chile’s Directorate General of Civil Aviation (DGAC) and Chile’s National Customs Service. The concession commences in Q3 of this year.

As a result of the new agreement, Avolta will operate two walkthrough duty free stores, including a nearly 3,000 sqm departures store and a 2,800 sqm arrivals store, along with additional last-minute outlets adjacent to the departure gates.

Avolta extends presence at Norfolk International Airport with new 12-year contract

Avolta has been awarded a 12-year contract at Virginia’s Norfolk International Airport (ORF) for nine new stores across retail and food & beverage, including four hybrid formats.

The contract expands Avolta’s presence at ORF and marks the introduction of its hybrid model at the airport, designed to make more efficient use of space while increasing spend per passenger through the integrated retail and dining proposition. With a balanced mix of established national brands and selected local concepts, the offer reflects the regional market while maintaining a consistent, scalable operating model, says the company.

Steve Johnson, President and CEO, North America, Avolta said: “This new 12-year contract reflects the strength of our partnership with Norfolk Airport Authority and the introduction of Avolta’s first hybrid retail and food and beverage concepts at ORF. The program brings together local relevance, proven brands and practical convenience, giving travelers more choice and a stronger connection to the community.”

Avolta has operated at Norfolk International Airport for nearly 30 years. The new agreement extends this long-standing relationship and supports the ongoing development of the airport’s commercial program.

“Hudson and HMSHost have taken a thoughtful approach to developing their latest retail and food & beverage lineup, and its upcoming shops and eateries unquestionably reflect Coastal Virginia in a manner we know our guests will appreciate,” said Mark Perryman, President and CEO of the Norfolk Airport Authority.

Latvia

In related news, Avolta has also announced that it has been awarded a 12-year master concession contract at Riga Airport in Latvia, marking the company’s entry into a new airport and a new country.

Under the agreement, Avolta will create an integrated travel retail and food & beverage offer, including two innovative hybrid concepts, adding further depth to its European footprint.

The contract includes eight retail stores and 22 F&B outlets, establishing a long-term platform for Avolta in the Baltic region and positioning the company to grow alongside Riga Airport’s expansion and renovation plans.

Rémy Cointreau names Carlos Radulovitch as CEO Global Travel Retail

Rémy Cointreau has appointed Carlos Radulovitch as CEO Global Travel Retail, effective July 1. He replaces Fida Bou Chabke, who is moving to a different assignment within the group after three years overseeing travel retail.

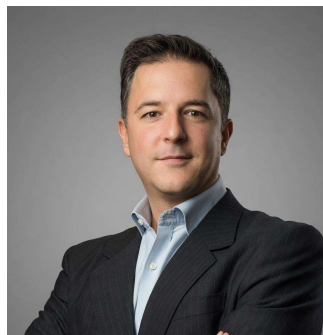
Radulovitch brings more than 25 years of international leadership experience spanning travel retail, luxury and consumer brands across Europe, Middle East and Africa, the Americas and Asia Pacific.

Before joining Rémy Cointreau, Radulovitch spent more than six years as Group CEO at Amarla for Victoria's Secret and Bath & Body Works. In this role, he led operations across EMEA travel retail and spearheaded regional brand expansion initiatives.

His career has also included senior leadership roles at Shiseido, L Brands and L'Oréal, where he developed expertise in commercial transformation, retail excellence, operating model simplification and growth acceleration.

Radulovitch will be based in Singapore, home to Rémy Cointreau's global travel retail headquarters.

"We truly believe that Carlos' extensive knowledge of the travel



retail channel and proven track record of delivering growth will facilitate the transformation of our global travel retail business and help our valued partners to grow faster with the Rémy Cointreau portfolio in both the short and longer term," says Rémy Cointreau Group Chief Markets Officer Ian McLernon.

"I am excited and ready to support Rémy Cointreau's remarkable brand portfolio of exceptional spirits," says Radulovitch. "Strengthening our presence, engaging our partners with the highest standards and delivering a strong and result-oriented roadmap is an exciting challenge I am ready to lead."

Estée Lauder and Puig end merger talks

The Estée Lauder Companies and Puig have terminated discussions regarding a potential business combination the companies announced on May 21, 2026.

News that the companies were in discussions was first announced on March 23rd.

The Estée Lauder Companies says that it remains fully focused on continuing to execute its Beauty Reimagined strategy, which is well underway and delivering positive results.

"We are grateful for the conversations we have had with Puig," said Stéphane de La Faverie, President and Chief Executive Officer of The Estée Lauder Companies. "Today, we are reiterating our confidence in the power of our incredible brands, our talented teams, and our strength as a standalone company. We are more optimistic than ever about our ability to unlock significant long-term value through Beauty Reimagined, and we remain focused on accelerating that progress."

De La Faverie went on to say that ELC has "one of the most powerful portfolios of prestige beauty brands in the world," with "exceptional equity across categories, geographies, and consumer segments."

"We believe we are uniquely positioned to drive sustainable long-term growth globally," he added.

"We remain relentlessly focused on driving sustainable sales growth, expanding profitability, and delivering a solid double-digit adjusted operating margin over time, all while creating long-term value for stockholders."

APTRA promotes Anne Kavanaugh to MD



The Asia Pacific Travel Retail Association (APTRA) has promoted Anne Kavanaugh to Managing Director of the association.

APTRA President Sunil Tuli said, "Anne's promotion is deserved recognition of her exceptional leadership and expanded remit across APTRA's operations. Since joining APTRA in 2022 she has played a pivotal role in driving a transformational shift in the association's support for the industry. This includes the ideation and delivery of the APTRA India Conference Series, launched in 2024, which was quickly established as a must-attend event focused on travel retail's fastest-growing market. Notably, Anne has consistently elevated the standards of our networking and advocacy work and strengthened APTRA's reputation across the sector. We are delighted to appoint her as Managing Director."

APTRA has also confirmed that its North Asia Forum will take place in Hong Kong on Thursday, November 12, 2026. The one-day event will feature expert insights on Chinese and Korean travelers, regional market updates and a networking dinner. More details will be announced in June.



Felipe Grant



Pablo Cobian

Senior changes at Puig Travel Retail

Pablo Cobian has announced that he has joined Puig as General Manager, Travel Retail Americas. Cobian, who has a long career with Coty, P&G and Hugo Boss fragrances, was most recently General Manager Shiseido Travel Retail Americas and Vice President Travel Retail Europe, Middle East, Africa and Americas.

Cobian succeeds **Felipe Grant**, who was named President Global Travel Retail at Puig in March.

**ESTÉE
LAUDER**
COMPANIES

APTRA ASIA PACIFIC
TRAVEL RETAIL
ASSOCIATION

Brown-Forman unveils GTR exclusive The Glendronach House Editions

Brown-Forman Global Travel Retail (GTR) has announced the launch of The Glendronach House Editions, a prestigious new collection of single malt Scotch whiskies exclusive to the travel channel. Set to debut in July 2026, the range will undergo a phased global rollout across key international hubs.

The launch will premiere in major European airports in July and continue with a strategic global expansion, culminating in full international activation by October 2026.

This launch represents the first time The Glendronach has made a concerted effort to engage global travelers through a curated concept inspired by some of the world's most iconic cultural cities.

The Glendronach House Editions is a new release comprising three collectable single malts capturing the character of classical destinations.

Inspired by the distillery's foundation in 1826, when founder James Allardice hosted lavish gatherings, entertaining guests with tales of distant lands, the collection reflects the "house of the cultured traveler" — where each room evokes celebrated destinations and the spirit of discovery.

The Glendronach House Editions introduces three distinctive expressions — The Sevillian Room, The Venetian Room, and The Parisian Room - each crafted to reflect the spirit, artistry, and cultural richness of their namesake cities.

The Sevillian Room is matured in Oloroso, Pedro Ximénez, and Palo Cortado

casks, has a 43% ABV and is available in a 1L bottle. The Venetian Room is matured in Oloroso, Pedro Ximénez, and Amarone casks, with a 46% ABV and available in 700ml. The Parisian Room is matured in Oloroso, Pedro Ximénez, and Cognac casks, with a 49% ABV, and is available in 700ml.

The launch will be supported by a 360-degree activation designed to immerse travelers in The Glendronach House Editions experience.

Each expression is showcased within its own dedicated space, inviting travelers to explore each city individually within a circular, open rotunda design. At the center, a discovery, tasting and gifting island brings all three expressions together.

The experience includes cask education highlighting the origin and role of each cask, storytelling panels that unfold the inspiration behind each city and its flavor profile, and an interactive map connecting each whisky to its destination.

Travelers are also invited to personalize their purchase through gifting elements, including customized travel tags and gift packaging.

This launch coincides with The Glendronach's bicentennial anniversary, celebrating 200 years of sherry cask mastery.

The House Editions range complements The Glendronach's existing travel retail and core portfolio, including the 10, 16, 21 and recently launched aged range with the 30 and 40 year old expressions.



The GTR exclusive Glendronach House Editions

IAADFS announces new Executive Director



Natalie DeHart

The IAADFS Board of Directors has announced that it has appointed Natalie DeHart as the Association's new Executive Director.

DeHart brings extensive experience in association leadership and management through her work at Smithbucklin, where she currently supports the National Demolition Association (NDA) and the Neurocritical Care Foundation. In her role, DeHart will partner with the IAADFS Board to deliver new member benefits, lead strategic planning and enhance advocacy and resources for the travel retail industry.

DeHart has a collaborative, strategic and forward-looking approach to her work. She excels at strengthening membership engagement and growth, implementing operational efficiencies and providing disciplined financial oversight, according to the official announcement.

Among her accomplishments, DeHart has grown revenue for NDA's Annual Convention by 45% since 2018 and helped raise \$1.7 million for the Neurocritical Care Foundation in four years to support critical research.

"As IAADFS looks ahead, this transition represents an opportunity for the organization to evolve into a more modern, forward-thinking trade association — one that continues to honor its strong foundation while embracing innovation, enhancing member value, and adapting to the changing needs of our industry. With fresh leadership, we are well-positioned to enter our next chapter focused on growth, relevance, and long-term impact for our members," noted Rene Riedi, IAADFS Board Chairman.

Riedi adds: This transition also marks an important moment to recognize Steve Antolick, who is stepping away after more than 30 years of dedicated service to IAADFS. His leadership, commitment and lasting contributions have been foundational to the association's operations. We are deeply grateful for his decades of service."

ITRC brings J. Pritchard pickleball-inspired lifestyle brand to *Oceania Vista* for first-at-sea launch with Diamonds International

International & Travel Retail Consultants (ITRC) has launched **J. Pritchard** into travel retail, beginning with the brand's first-at-sea launch through **Diamonds International's Boutiques at Sea** onboard **Oceania Cruises** luxury ship, *Oceania Vista*.

J. Pritchard is a premium lifestyle apparel brand created for pickleball, one of the fastest-growing sports and lifestyle movements in the United States. Designed for comfort and versatility, the collection moves naturally from active play to resort, travel and social settings, making it especially relevant for the cruise guest.

The launch marks an important new category opportunity within cruise retail, connecting the energy of pickleball with the broader lifestyle appeal of performance-minded fashion. J. Pritchard offers an apparel concept that is both timely and highly giftable, with strong relevance beyond the court.

"J. Pritchard is exactly the type of brand that makes sense for modern travel retail," said ITRC President Rob Robertaccio. "Pickleball has become much more than a sport. It is social, active, which aligns beautifully with the

aspirational and multigenerational, cruise audience. What makes J. Pritchard especially compelling is that it is not only pickleball apparel. It is a lifestyle fashion brand with the quality, story and versatility to resonate with guests who want pieces they can wear on vacation, at home, and everywhere in between."

The first onboard placement will take place with Diamonds International's Boutiques at Sea aboard *Oceania Vista*, introducing the brand to a luxury cruise audience known for its appreciation of destination-rich travel, elevated

experiences and curated onboard shopping.

"Travel retail is a natural next step for J. Pritchard," said **Bob Hyde, COO of J. Pritchard**. "The brand was built around heritage, sport, style and community, but its appeal extends well beyond the court. Cruise guests are active, social and style-conscious, and they appreciate products with authenticity and a strong point of view. We are excited to partner with ITRC and Diamonds International to bring J. Pritchard to sea for the first time onboard *Oceania Vista*."

Diamonds International's Boutiques at Sea has continued to expand its onboard retail experience with a broader mix of luxury, fashion, beauty and lifestyle brands. The addition of J. Pritchard supports that evolution by offering guests a distinctive apparel brand rooted in one of today's most talked-about lifestyle trends.

"We are always looking for brands that bring something new, relevant and elevated to the onboard shopping experience," said Samantha Field, Sr. Director of Onboard Retail for Diamonds International. "J. Pritchard has a compelling story, beautiful product and a lifestyle positioning that feels very right for the Oceania guest. It brings together sport, fashion and leisure in a way that feels current, premium and highly appropriate for cruise."

J. Pritchard is a refined apparel collection with broader lifestyle appeal. The brand's classic, country-club-inspired styling, performance details and social sensibility make it an ideal fit for travelers seeking polished comfort and effortless versatility, says Robertaccio.



YGI jewelry launches three collections in travel retail ranging from youthful adventure to sophisticated elegance

YGI Group presented three jewelry lines at the Summit of the Americas earlier this year, which are now rolling out in travel retail. The company is represented in travel retail by Paul Collica.

Roxy, the iconic female surf brand established in 1990, has launched a collection of waterproof and sustainable jewelry reflecting its youthful spirit. Made from 316L Stainless Steel (Hypoallergenic, rust-resistant) with PVD coating-real gold/platinum (10x stronger than traditional plating), Roxy jewelry has been designed for movement. It is waterproof, sweat-proof, low maintenance as well as heat, perfume, and lotion resistant.

For men and boys, YGI Group has launched a collection of jewelry from **Quicksilver**, the iconic surf and snow brand rooted in board riding culture. As a brand known for performance, grit, and individualism, Quicksilver jewelry is durable and waterproof, designed with clean silhouettes inspired by surf, skate and ski culture. The statement pieces are described as masculine, clean, and technical with nautical and mountain sport influences combined with urban utility.

Miss London is the newest addition to YGI's jewelry line, specially designed for travel. The collection pairs sophisticated demi-fine jewelry with a chic, purpose-built travel case that keeps pieces organized and protected. Each set includes an elegant travel case with storage and mirror. Crafted within the Demi Fine category, the collection combines quality materials with accessible luxury.

Miss London Travel Jewelry is beautifully packaged and gift ready.

For information contact Paul@yigigroup.com



Big Black Dick Premium Rum expands Caribbean distribution across key tourism markets



In preparation for its 25th anniversary next year, Big Black Dick Premium Rum (BBD) is accelerating its Caribbean expansion, appointing exclusive distribution partners across six of the region's premier tourism and duty free markets, according to Hugh Treadwell, Managing Director of BBD Caribbean.

The expansion significantly strengthens BBD's presence throughout high-traffic cruise destinations, luxury resort markets, yachting hubs, and leading duty free retail environments – all of which are driving premium spirits growth across the Caribbean.

The new distribution partners include: West Indies Company (US Virgin Islands); Caribbean Liquors & Tobacco (St. Maarten), Caribbean Cellars (British Virgin Islands), Cayman Distributors Group (Cayman Islands), BlackBeard's Rum Co (Bahamas) and 50 YOT (Jamaica).

"This represents a major milestone for BBD," said Hugh Treadwell. "We are partnering with companies that understand

the unique dynamics of Caribbean tourism retail and how to build brands within high-traffic visitor markets. Their expertise and established networks will significantly expand our visibility and sales opportunities throughout the region."

BBD's regional growth strategy is focused on high-impact retail execution, including immersive point-of-sale displays, in-store activations, tasting programs, and curated merchandise specifically designed for cruise, resort, and duty free channels.

The phased rollout will feature BBD's signature rum portfolio alongside expanded branded merchandise programs tailored for Caribbean tourism markets.

Big Black Dick Premium Rum is an award winning Caribbean rum brand recognized for its bold identity, premium craftsmanship, and strong performance within tourism retail and duty free markets. Exclusively available in the Caribbean and select international travel retail channels, BBD is expanding across leading visitor destinations worldwide, says the company.



The House of Suntory unveils Hibiki 12 Years Old Travel Exclusive Series

The House of Suntory has unveiled Hibiki 12 Years Old Travel Exclusive Series, which invites travelers to rediscover Hibiki through a lens of Japanese artistry through a reimagined bottle design inspired by the beauty of Japanese nature.

This is the first time in 11 years that this expression of Hibiki has become available exclusively to global travel retail in key international airports.

Reconceived by fifth-generation Chief Blender Shinji Fukuyo, the new expression revisits Hibiki's original vision, blending Yamazaki, Hakushu and Chita through whiskies matured in American oak, Spanish oak, and Mizunara oak.

The packaging draws inspiration from *Kacho-Fugetsu*, the classical Japanese concept that celebrates nature through flowers, birds, wind and moon, complemented by flowing water. These elements are expressed through seasonal motifs that reflect Japan's changing seasons.

Hibiki's signature 24-faceted bottle represents Japan's 24 microseasons. The updated packaging also incorporates the Marumado motif, a circular window used in traditional Japanese architecture to frame nature like a living painting.

The release will debut exclusively at Dubai International Airport, beginning in May, and will be available across select Global Travel Retail locations beginning June 1, 2026 in international departures and select arrivals stores at major global airport hubs. Key locations include Singapore Changi Airport, New York's John F. Kennedy International Airport, and international airports in major travel hubs including London, Incheon, Hong Kong, Beijing, Shanghai, Delhi, Mumbai, Paris, Doha, Los Angeles, Frankfurt, Sydney, Melbourne, Taipei, Amsterdam, Bangkok, São Paulo, Bangalore, Panama City, San Francisco and Hainan.

"Reintroducing Hibiki 12 as a newly reimagined blend exclusively in travel retail allows us to bring it back in a way that is both intentional and globally accessible, while honoring the craftsmanship and harmony that define the brand," said Masaki Morimoto, President of The House of Suntory.

Hibiki 12 Years Old Travel Exclusive will be available in a 700 ml bottle with a recommended retail price of approximately \$188 in global travel retail.