

F&B@Sea 2025 doubles in size as cruise food and beverage takes center stage; many familiar TR brands featured

F&B@Sea 2025 returned for a third year double the size of last year, as the trade show for food and beverage for the cruise industry, and sister show of Seatrade Cruise Global, reinforced the rising importance of this segment for the cruise industry.

Over two days, the event welcomed 1,500+ attendees from 37 countries, including 20 Cruise Lines and 161 Vendors. F&B@Sea showcased a range of exciting activations, awards, and innovative vendors specifically tailored to the cruise food and beverage industry.

Chiara Giorgi, Global Brand Director, commented: "As we celebrate the third edition of F&B@Sea, we are thrilled to see the incredible growth and innovation in cruise drinking and dining experiences demonstrated across the show floor. This year was a resounding success, bigger and better not only in size and numbers, but in the advanced delivery of this growing industry. A huge thank you to all our visitors, exhibitors, vendors and speakers - this year's event has truly set a new standard for excellence and helped shape the industry's future."

The show featured an expanded show floor this year with many familiar travel retail brands in attendance. Visitors were able to explore a wider range of vendors, interactive activations, and the latest innovations set to shape the dining and hospitality industry over the coming year.

At The Bistro – Enhanced Experience, invited cruise line representatives, speakers, media, and Expo Plus ticket holders were able to try innovative dishes and paired beverages, showcasing products from the vendors on the show floor.

The first day of the show ended with an exclusive welcome party at

Heineken continues to have a major presence at F&B@Sea, emphasizing its strong commitment to the cruise channel. The first day of the show ended with an exclusive welcome party sponsored by Heineken for the third year running. Shown here at the crowd-stopping Heineken stand are Christian Klimpke, Global Account Manager Cruises, Heineken Global Duty Free; Natalie Fernandez, Senior Manager, Duty Free Americas Heineken; and Greg Watson from Cerveceria La Tropical. See more Heineken news on page 4



Mana Wynwood 320, The Big Splash - an F&B@Sea Bash, sponsored by Heineken for the third year running.

The Demi Den debuted this year featuring live culinary and beverage demonstrations, offering interactive experience with live tastings.

Along with the trade show floor, F&B@Sea included a carefully curated two-day conference program sponsored by Café Azul.

The content sessions delved into a wide range of topics including the future of supply and procurement, the unique landscape of luxury and expedition cruise F&B, and the growing demand for sustainable and health-conscious offerings.

The program offered an engaging platform to explore the latest trends and challenges, as well as key strategies shaping the future of food and beverage at sea.

Highlights included the Opening Keynote: F&B Trends Report 2025, and the State of the Cruise F&B Industry: The Future of Supply & Procurement, sponsored by Botrista, and Sustainable

F&B@Sea, sponsored by Halfday Draft Cocktails.

The F&B@Sea Awards, sponsored by Campari Group, took place at the end of the show on Thursday, April 10, celebrating excellence and innovation in cruise F&B.

The 2025 winners are:
Best Restaurant – Atlas Ocean Voyages – Porto; **Most Sustainable F&B Program** – Hurtigruten Norway; **Best Beverage Program** – Holland America Line; **F&B Maverick** – Sami Kohen – VP of Food & Beverage, Princess Cruises; **Wellness Pioneer** – Purely Elizabeth (Granola); **Most Sustainable Product** – Café Azul (Sustainable sourced products); **Trailblazing Product** – Babylon Micro-Farms (Hydroponic micro-farms); **F&B Innovation** – Aquafab (Vegan egg white alternative).

F&B@Sea will return in 2026 at Mana Wynwood Convention Center from April 15-16, 2026.

See more photos on next page.

International air passenger enplanements to the U.S. fall significantly in March

Data recently released by the National Travel and Tourism Office (NTTO) show that in **March 2025** U.S.-international air traffic passenger enplanements totaled 22.546 million, down 0.5 percent compared to March 2024. Enplanements surpassed the pre-pandemic level, however, reaching 105.7 % of the March 2019 volume.

However, following months of steadily increasing foreign air traffic to the U.S., non-U.S. citizen air passenger arrivals to the United States from foreign countries was down by nearly 10% (9.7%) in March, compared to March 2024, reaching 4.541 million.

A backlash to U.S. President Donald Trump's on-again-off-again Trade War/tariffs is blamed for the drop in inbound arrivals, as well as increasing claims about visitors facing challenges from immigration officials at the borders.

Earlier in March, -- before the drop in visitation volume -- NTTO had forecast that international visitors to the U.S. would increase to more than 77 million in 2025, up 4.7 million, or 6.5%, from 72.4 million visitors in 2024. The forecast also estimated that international arrivals will reach 85 million in 2026, surpassing pre-pandemic 2019 visitation of 79.4 million, and reaching 96.7 million in 2029.

Americans continue to travel outside of the country at record rates, however. U.S. citizen air passenger Departures from the United States to foreign countries totaled 6.557 million in March 2025, up 1.6% from March 2024 and exceeding the March 2019 total by nearly 22%.

Travel to/from Asia is still improving, albeit from a smaller base. Asian travel totaled 2.684 million passengers, up 6.5% over March 2024. However this is still down by 14% compared to March 2019.

Asian citizen arrivals to the U.S. last month were still down 33.3% compared to March 2019, while U.S. citizen departures to Asia were up 15.1%.

See more on page 3.

F&B@Sea 2025 features many familiar TR brands



The teams from Flor de Caña, Brown-Forman and Alexander James welcomed a steady stream of visitors during the 2025 F&B@Sea showcase in Miami earlier this month.



MONARQ Group, Southern Glazer's Travel Retail Sales & Export (formerly WEBB Banks) and William Grant & Sons were also centers of attention at F&B@Sea.



The teams from Tea Forte, Proximo Spirits (in their charming Dobel Tequila Speakeasy); Teremana and Campari were also on hand. Other familiar visitors included Sean Gazitua and the WTDC team, Isabella Henry from Carisam; Catharine Restrepo from SYZYGY Strategies; Esther Carrazana from ES Consultants, and Marco Gaviria of International Cruise Duty Free, with TMI's Lois Pasternak.

ACI World releases preliminary list of 2024 busiest airports

Airports Council International (ACI) World has released a preliminary look at the 2024 rankings of the world’s busiest airports. ACI says that the data showcases the resilience of these airports in navigating global uncertainty. Despite geopolitical and economic challenges, these airports have successfully held their top rankings, positioning themselves for continued growth, says **ACI World Director General Justin Erbacci**.

Passenger traffic highlights

Preliminary figures indicate that the 2024 global total passengers are close to 9.5 billion, representing an increase of 9% from 2023 or a gain of 3.8% from pre-pandemic levels (2019).

The **Top 10 busiest airports**, representing 9% of global traffic (855 million passengers), witnessed a **gain of 8.8%** from 2023 and a gain of 8.4% vis-à-vis their 2019 results (789 million pax in 2019).

Hartsfield-Jackson Atlanta International Airport defends its top position, followed by **Dubai International Airport** and **Dallas Fort Worth International Airport**.

The biggest jump in the Top 10 rankings was recorded for **Shanghai Pudong International Airport**, going from 21st position in 2023 to the 10th spot in 2024. The jump was fueled by expanded visa policies, the resumption and expansion of international flights, operational enhancements, and the recovery of the Asia-Pacific region, particularly China.

Istanbul Airport and **New Delhi International Airport** remain in top ranks, marking significant progress over 2019. Both airports have been thriving due to airline expansion, infrastructure growth, and enhanced global connectivity.

PASSENGERS*						
2024	2023	2019	AIRPORT	2024	% CHANGE VS 2023	% CHANGE VS 2019
1	1	1	ATLANTA, USA (ATL)	108 067 766	3.3	-2.2
2	2	4	DUBAI, UAE (DXB)	92 331 506	6.1	6.9
3	3	10	DALLAS/FORT WORTH, USA (DFW)	87 817 864	7.4	17.0
4	5	5	TOKYO, JAPAN (HND)	85 900 617	9.1	0.5
5	4	7	LONDON, UK (LHR)	83 884 572	5.9	3.7
6	6	16	DENVER, USA (DEN)	82 358 744	5.8	19.3
7	7	28	ISTANBUL, TURKEY (IST)	80 073 252	5.3	53.4
8	9	6	CHICAGO, USA (ORD)	80 043 050	8.3	-5.4
9	10	17	NEW DELHI, INDIA (DEL)	77 820 834	7.8	13.6
10	21	8	SHANGHAI, CHINA (PVG)	76 787 039	41.0	0.8

*TOTAL PASSENGERS ENPLANED AND DEPLANED, PASSENGERS IN TRANSIT COUNTED ONCE

INTERNATIONAL PASSENGERS*						
2024	2023	2019	AIRPORT	2024	% CHANGE VS 2023	% CHANGE VS 2019
1	1	1	DUBAI, UAE (DXB)	92 331 506	6.1	7.0
2	2	2	LONDON, UK (LHR)	79 194 330	5.7	4.1
3	7	5	INCHEON, KOREA (ICN)	70 669 246	26.7	0.1
4	5	7	SINGAPORE, SINGAPORE (SIN)	67 063 000	14.8	-0.8
5	3	3	AMSTERDAM, NL (AMS)	66 822 849	8.0	-6.8
6	4	6	PARIS, FRANCE (CDG)	64 469 356	5.0	-7.7
7	6	14	ISTANBUL, TURKEY (IST)	62 975 429	8.1	59.1
8	8	8	FRANKFURT, GERMANY (FRA)	56 185 219	3.9	-10.9
9	12	4	HONG KONG, HONG KONG SAR (HKG)	52 949 047	34.4	-25.7
10	9	15	DOHA, QATAR (DOH)	52 714 976	14.8	35.9

*INTERNATIONAL PASSENGERS ENPLANED AND DEPLANED

There are no airports from the Americas in ACI’s ranking of the Busiest Airports by international passengers for 2024.

In 2025, global passenger traffic is forecast to reach 9.9 billion with a 4.8% year-over-year growth rate. While passenger demand remains strong, the pace of expansion is expected to slow as markets shift from recovery-driven surges to structural, long-term growth patterns.

ACI says that challenges such as economic uncertainty, geopolitical tensions, and capacity constraints are expected to increasingly shape the industry’s trajectory. In

advanced markets, demand stabilization, supply chain bottlenecks in aircraft production and airport capacity shortage may temper growth, while in emerging markets, higher infrastructure investment and rising middle-class travel demand will likely continue to drive expansion. As the industry moves into a new era of growth, the airport industry must focus on financial viability, investment in infrastructure, operational efficiency, and sustainability.

Inbound travel to the U.S. plummets in March

The U.S. International Trade Administration (ITA) reports that overseas visits to the U.S. fell 12% overall in March compared to the same month last year.

Western Europe—traditionally a key source of tourists—was down 7% YTD and -17% for March. U.K. visitors, the single largest tourist group to the U.S., were down 14%. Ireland, another crucial market, was down by 27% and Denmark fell by 34%.

The Macallan and DFS showcase Harmony Guardian Oak at JFK T4

The Macallan has unveiled an exclusive, month-long activation at John F. Kennedy International Airport's Terminal 4 in partnership with DFS, showcasing the new GTR exclusive Harmony Collection IV Guardian Oak.

As part of its 200th-anniversary celebration last year, The Macallan released two new whiskies in collaboration with Cirque du Soleil for the fourth edition of the Harmony Collection series: Harmony Vibrant Oak and Harmony Guardian Oak. This release celebrates the brand's mastery and embraces the re-use of natural materials in its packaging.

The Macallan Harmony Guardian Oak activation at JFK Terminal 4 offers travelers the opportunity to engage with The Macallan's mastery, showcasing the rich, complex flavors derived from European sherry-seasoned oak casks and the captivating narrative inspired by Cirque du Soleil's "SPIRIT."

The packaging itself features Davonna from Cirque du Soleil's 'SPIRIT,' with purple hues symbolizing wisdom and maturity, reflecting the whisky's sophisticated

character and maturation in sherry-seasoned casks.

From now through the end of April, travelers passing through Terminal 4 will encounter a podium spotlighting the Harmony IV Guardian Oak bottle and the unique Cirque du Soleil collaboration.

To further enhance the experience, the activation includes Sensory Experience Tray, an interactive experience highlighting the journey of sherry-seasoned oak, with scented oak chippings in "acorn" glasses showcasing the evolution from virgin oak to aged whisky.



The Macallan's new GTR exclusive Harmony Guardian Oak at JFK Terminal 4.



The Macallan's high-profile Harmony Guardian Oak experiential activation at Terminal 4 at New York's John F. Kennedy International Airport, hosted in partnership between Edrington and DFS Group. All Photos: Jhienes Moreira

There is a display connecting The Macallan's Six Pillars to the characters from Cirque du Soleil's "SPIRIT," revealing the story behind the collection.

Travelers can also add a touch of elegance to their purchase with a

complimentary branded ribbon from The Macallan.

The Macallan Harmony Guardian Oak is available for purchase at JFK Terminal 4 for an SRP of \$185.

Heineken doubles down on cruise with new channel exclusives

Heineken Global Duty Free highlighted its long-standing commitment to the global Cruise channel this Spring with the launch of exciting new innovations and several high-profile sponsorships at industry events including its third-year sponsorship of F&B@Sea.

Heineken introduced **La Tropical Mixologia**, the world's first distilled beer cocktail™ (patent pending), at a party for partners held at Cerveceria La Tropical in Miami on April 8. The cocktail was also a major feature on the Heineken stand at F&B@Sea last week.

La Tropical Mixologia, which was crafted by the master brewers, distillers and mixologists of the celebrated Miami craft brewery, Cerveceria La Tropical, is a new genre of cocktail, says Heineken.

The Cerveceria La Tropical brewery a joint venture with Heineken as majority shareholder since 2017.

La Tropical Mixologia starts with La Tropical beer that has been triple distilled in a pot distillation to create a clear, clean and smooth spirit that retains a floral nose and malty backbone. The La Tropical beer spirit is then blended with premium vodka or Caribbean rum to create two distinctive flavors, with a 5.9% ABV.

Christian Klimpke, Global Account Manager Cruises, Heineken Global Duty Free, explained the initiative for Cruise lines: "Our in-depth research with Heineken's consumer innovation focus groups has revealed a motivation to purchase RTDs that offer refreshment, excitement, great taste and conven-

ience while also emphasizing natural ingredients and premium quality. We believe the **La Tropical Mixologia** innovation meets these demands and can drive the future growth of the RTD segment in Cruise lines.

"The debut of **La Tropical Mixologia** in Cruise lines epitomizes Heineken's unwavering dedication to innovation and our commitment to crafting exciting and authentic taste experiences beyond our beer portfolio. Our partners in the Cruise sector cater to some of the most discerning and demanding consumers worldwide. Inspired by their ambition to bring excitement to their guests, we're thrilled to offer **La Tropical Mixologia** to Cruise lines sailing from Florida, and we are confident it will unlock new revenue streams."

During F&B@SEA, Heineken also highlighted its two commemorative limited edition collectors' can designs to mark SAIL 2025 (August 20-24), the world's largest nautical event, hosted by the port of Amsterdam.

Heineken is a major sponsor of the festival's night-time entertainment. Available exclusively in the Cruise sector in the Americas from February to July 2025 and in Europe from April to July 2025, the 12 fl oz SAIL cans feature ocean-inspired graphics.



Royal Salute launches 21 Year Old Rio de Janeiro Polo Edition exclusively with Avolta in Brazil



Scotch whisky house Royal Salute has unveiled its latest edition in its Polo Collection – the 21 Year Old Rio de Janeiro Polo Edition. The limited edition expression launched exclusively with Avolta in Brazil on April 1 in limited quantities at Rio de Janeiro Galeão International Airport and São Paulo/Guarulhos International Airport.

The new whisky draws inspiration from Brazil’s vibrant second city, Rio de Janeiro, which the company calls “the undisputed capital of Brazilian polo.”

The 21 Year Old Rio de Janeiro Polo Edition is the seventh in the series, and follows Royal Salute 21 Year Old Miami Polo Edition, which was launched in April 2024.

Crafted by Royal Salute’s Master Blender Sandy Hyslop, the new blended malt whisky has a rich, fruity flavor. A portion of this complex blend includes whiskies from Braeval Distillery - the highest distillery in Scotland - matured in first-fill casks, offering fresh floral and grassy notes reminiscent of Rio’s lush green rainforests and botanical gardens.

The 21 Year Old Rio de Janeiro Polo Edition is presented in a green, recyclable glass flagon with golden accents, a nod to both the iconic Brazilian flag and the country’s natural beauty. This whisky is presented within a luxury pictorial box, showcasing Rio’s iconic Ipanema beach.

Master Blender, Sandy Hyslop, said: “Coming alive with the creamy sweetness of vanilla and coconut, the fruity notes in this blended malt whisky are like an intricate dance – much like the Bossa Nova performed on a warm Brazilian evening. To make a blend as special as its inspiration, we incorporated Braeval whisky matured in first-fill casks.

“This has not only allowed us to give it a new dimension but has resulted in a taste experience as captivating and multi-layered as Rio itself, a true representation of the city’s irresistible charm.”



Royal Salute 21 Year Old Rio de Janeiro Polo Edition.

Royal Salute 21 Year Old Rio de Janeiro Polo Edition is available exclusively with Avolta beginning this month at an RRP of \$245 USD. Distribution will expand to other select locations later this year.

MONARQ Group announces two new brand agreements

MONARQ Group has signed a series of new strategic partnerships in the Americas.

Familia Torres

MONARQ Group and Spanish wine and spirits producer Familia Torres have signed a new regional distribution agreement for Torres Brandy and El Gobernador Pisco. Under this strategic partnership, MONARQ Group will serve as the exclusive distributor for both brands across the Caribbean and Latin America.

“We are excited to bring Torres Brandy and El Gobernador Pisco into the MONARQ portfolio,” says Robert de Monchy, MONARQ Group CEO. “Both brands have a rich heritage, premium positioning, and strong appeal in markets where consumers increasingly value authenticity, high quality and craftsmanship. We look forward to building long-term success together.”

Torres Brandy, produced in Penedès (Barcelona), is internationally renowned for its tradition of excellence, innovation and sustainability in Brandy production. It has been recognized as the bestselling brandy brand in the world’s best bars for six years according to Drinks International’s Annual Brand Report.

El Gobernador Pisco, crafted in the Limarí Valley of Chile, offers a unique expression of Chilean pisco rooted in purity and character. It is Chile’s best-positioned pisco in the 2025 Brand Report, based on a survey of one hundred of the world’s most influential bars.

“We are pleased to partner with MONARQ Group to strengthen our presence in the Caribbean and Latin America,” said Christian Visalli, Global Spirits Managing Director at Familia Torres. “MONARQ’s track record, market expertise, extensive network, and brand-building capabilities make

them an ideal partner to accelerate growth in this dynamic region.”

ZONIN

MONARQ also announced a regional distribution agreement with Italian wine producer ZONIN for the Caribbean and Latin America domestic and duty free channels. This strategic partnership marks a significant step in expanding ZONIN’s global footprint and enhancing MONARQ’s premium wine portfolio across the Americas.

Founded in 1821, ZONIN is one of Italy’s most iconic and historic family-owned wineries, recognized worldwide for its fully-owned wineries, heritage, quality, and commitment to innovation.

“We are delighted to welcome ZONIN to our portfolio. Their deeply rooted Italian winemaking heritage, global recognition, and commitment to excellence perfectly aligns with our mission to deliver authentic, premium, inno-

vative, and renowned brands to our markets,” said de Monchy.

Temitope Akintola, Export Manager, Americas at ZONIN, stated: “We are proud to partner with MONARQ Group, whose regional expertise and passion for brand building align closely with our values. This agreement is a major step in our strategic international development, and we are confident that with MONARQ’s support, we will further elevate the ZONIN brand and Italian wine culture across the Americas.”

