

Struggling Canadian border stores hard hit by tariff uncertainty



Jeff Butler, Thousand Islands Duty Free, Tania Lee, Blue Water Bridge Duty Free, and Chris Foster, Queenston-Lewiston Duty Free at the IAADFS Summit of the Americas in Miami.

Canadian duty free, already suffering through its toughest period in years post-pandemic, could be devastated by the proposed tariffs coming from the U.S., the source of its most important customer. *Travel Markets Insider* speaks with three Canadian land border operators at the IAADFS Summit of the Americas in Miami about what is happening on the ground in their stores and what, if anything, they can do.

Tania Lee, President of Canada's Frontier Duty Free Association and owner of Blue Water Bridge Duty Free, in Sarnia, Ontario, tells *TMI* that even before the talk of tariffs, the Canadian duty free industry was struggling to compete with U.S. retailers.

"We were down 95% during COVID, with the east and west disproportionately affected, especially coming through recovery in the last two years. Then you end up with the tariffs coming back and forth," says Lee. "There has been a huge sense of uncertainty. Trump came out with tariffs. We hit them

with retaliatory tariffs, pulled back, hit them again. People don't know what's happening."

The timeline over the past eight weeks paints a stark picture of uncertainty for this trade war between the United States and Canada.

On President Trump's first day in office in January, he said he expected to put 25% tariffs on Canada and Mexico beginning on February 1. Then on February 1 he signed the executive order that would begin these tariffs on February 4. On February 3, Trump agreed to a 30-day pause on his tariff threats against Mexico and Canada. On March 4, the 25% tariffs on imports from Canada and Mexico went into effect. Canada immediately announced retaliatory tariffs against the U.S.

Ontario Premier Doug Ford ordered the LCBO (the Ontario Liquor Board) to immediately remove U.S. alcohol from shelves in response to the U.S. tariffs. On March 6, Trump postpones the imports from Mexico and Canada for another month, until April 2.

"Any one of those things that make it uncertain at the border is going to make people not travel, compounded by the fact that our premiers from different provinces

have been telling people don't travel. It is creating a sense of nationalism across Canada. It's Canada first. Don't go there. Don't buy anything in the States. We even had a day, February 28, of don't buy any U.S. products, and people didn't. So what does that do? It makes people not travel," says Lee.

Chris Foster, owner of Queenston-Lewiston Duty Free in the Niagara area says Canadians have already begun picking other locations to travel to instead of their normal trips to the United States.

"I see people going to the Turks and Caicos. They're not going to Florida, they're not going to Vegas, they're not going to California. They've traded off those U.S. sunny destinations for the Caribbean, Mexico, Jamaica, the Dominican Republic," says Foster.

One thing is for certain, says Lee. Her store is not busy in what should be a time of increased cross-border travel.

"Premier Ford took all American liquor products off the shelf, so we're not able to buy any more American products as it stands today. But we can sell through the existing stock we have. But we need customers," says Lee.

Continued on next page.



CBC News chart showing huge drop in border crossings at Peace Arch last weekend, causing Peace Arch Duty Free owner Peter Raju to say he might be forced to close.

Cross-border land traffic down to "dire" levels since tariffs, trade war began

According to a report in CBC News on March 18th, cross border traffic between Canada and the U.S. was down by nearly 500,000 travelers in February, and some areas are experiencing lows not seen since before COVID travel restrictions were lifted.

Data from the U.S. CBP (Customs and Border Protection) reports that travelers entering the U.S. in a passenger vehicle dropped from 2,696,512 in February 2024, to 2,223,408 last month.

Traffic had been steadily increasing, and in October, November, December and January were well above the same period in the year before. But after the talk of tariffs and a trade war began on Feb. 1 came a sharp decline, which has only grown this month.

FDFA Executive Director Barbara Barrett labels the decline "dire" and says that with the recent disruptions, traffic is down about 80% compared to pre-2020 figures.

The situation is so serious that Peter Raju, owner of Peace Arch Duty Free in Surry, British Columbia, one of the largest land border duty free stores in North America, fears he might be forced to close.

Statistics Canada, tracking trips into Canada by automobile, reports about 1.2 million return trips last month compared to 1.5 million the year before, a "steep" decline.

The majority of the lost traffic are said to be day trippers, who regularly travel into the U.S. to shop.

The cross-border traffic is expected to plummet further after Canada (along with Denmark, the UK, Germany and Finland) issued warnings last week to those traveling to the U.S. after citizens from these countries have been detained by government officials cracking down on immigration enforcement.

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"This is March break. We should have seen packed parking lots. No, it was actually a ghost town. It was scary because it kind of reminded me of COVID times.

"I'm about 30% off this month, which is not good."

Jeff Butler, owner of Thousand Islands Duty Free, located across from Watertown, N.Y., tells *TMI* that the potential tariffs are creating multiple issues.

"There's no duties or tariffs that are being applied to our inventory. We just can't buy it because the provincial Liquor Board has said we're not going to sell any more. So it's a supply chain issue for us," says Butler. "The other issue is how those products are being interpreted when they're going, either into the U.S. from our stores, or if Canadians are returning. There's uncertainty as to how they're being treated by rule. Canada has been a little bit more specific outlining the rules, but the U.S. hasn't outlined the rules in a really clear way."

FDFA Trade War Room

As a response to the ongoing disruptions created by the potential tariffs, the FDFA has been doubling down on its government relations.

"We have created what we're calling a trade war room. And we've been in the war room since February. As an association we've been government relations right across the board. We've been advocating because we need help in our stores. There are things that we are advocating for that the government can do to help us right away. These are things that can easily be done, and can help this industry right now, because the next while is going to be pretty difficult for us," says Lee.

One of the main things the FDFA is calling for is to stop putting domestic policies on the tax- and duty free industry.

"We are export. That's a huge thing," says Lee.

The 51st State

President Trump's consistent referral to Canada as the 51st state

of the United States has been a unifying point across Canada, says Lee. "Calling us the 51st state was a huge galvanizing point."

"We have always had nationalism in Canada. And we have focused on Canadian craft spirits. We've always had a position where we push Canadian as much as possible, but not at the expense of having global partners too. We rely on the popularity of brands," says Foster.

At the Summit of the Americas, the Canadian operators met with suppliers, planning for the uncertain future.

"We hope that this is a short-term problem. We talked with suppliers about continuing with plans for the summer, hoping that the tariffs will be delayed and or just completely abolished," says Foster.

"Our message to all of our suppliers is that we're going to continue to serve the customers. We can't control the geopolitical things, but we can continue to plan for the eventuality that things will return to a normal," says Butler.

Heathrow shutdown impacts global travel

London Heathrow Airport was forced into an unprecedented closure all day Friday following a fire in a nearby substation that caused a mass power outage. The airport remained closed until midnight.

LHR is the largest European airport based on seats (4,296,701 scheduled for March 2025), the 5th largest airport in the world and the 2nd largest for international capacity, according to OAG.

There were 1,332 flights scheduled for March 21, and all had to be cancelled. Over 5,300 seats were planned to New York JFK, 4,500 to Dubai and 3,000 to Frankfurt, said OAG.

In total, aviation analytics firm Cirium estimates that nearly 300,000 travelers (291,000) were impacted during the day. Half of all departures were to be operated by British Airways with Virgin Atlantic and Lufthansa also heavily impacted.

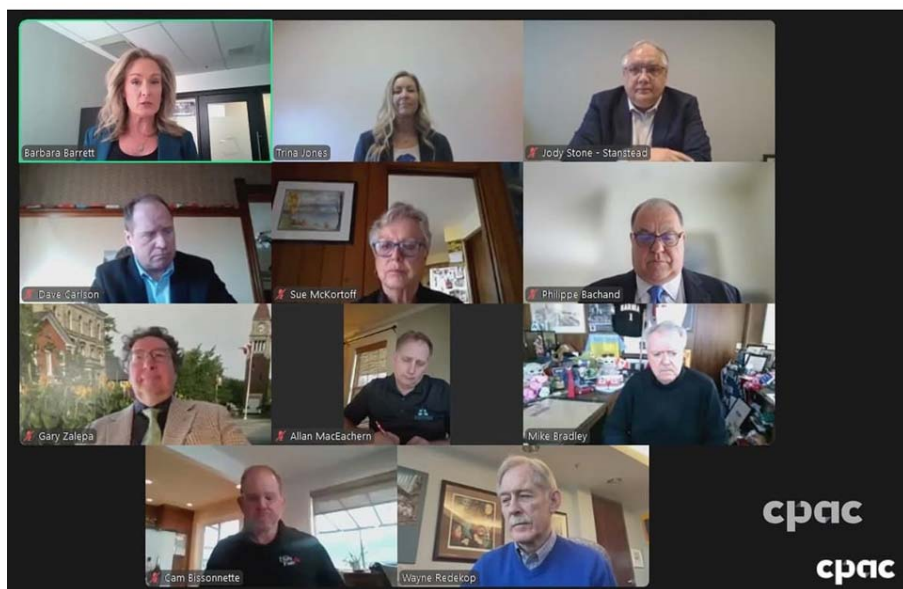
Although all airlines were operating again by Saturday, BA says that the massive disruption could take all week to fully reschedule flights.

According to published reports, police say there is no indication of terrorism or foul play, but a British counterterrorism team is leading the investigation and keeping an "open mind."



frontierdutyfree

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In this rapidly developing situation, Canadian border community mayors and business leaders held a virtual press conference on Friday, March 21 to address the urgent economic challenges facing border businesses. With ongoing tariff threats and declining cross-border travel, these communities are calling for immediate federal support.

Speakers included mayors from key border towns across Canada and industry representatives, and was organized with the help of the Frontier Duty Free Association.

JetBlue, Port Authority and Fraport USA planned refresh of JFK International Airport's Terminal 5 will transform the customer experience

JetBlue, The Port Authority of New York and New Jersey and Fraport USA, manager of John F. Kennedy International Airport's Terminal 5, announced a major refresh of the airline's flagship terminal.

The refresh will feature the addition of more than 40 new concessions, and new amenities, including art installations and a redesigned center concourse inspired by New York's iconic parks, which will create a unique New York sense of place and an elevated customer experience. The first new concessions are expected to open throughout 2025, with the terminal improvements completed by the end of 2026.

JetBlue's Terminal 5 improvements, which align with the Port Authority's \$19 billion overhaul of JFK Airport, will spotlight locally owned businesses, including more than 18 new local food and beverage options.

At the heart of Terminal 5, the center concourse will transform into a space inspired by the city's famous parks featuring lush greenery, park benches, concrete chess tables, and warm lighting. The redesigned center concourse will also feature a dedicated space for pop-up experiences, interactive events, and live performances.

Additionally, an art collection will feature more than 30 works by New York-based artists displayed throughout the terminal.

"We are proud to build upon our collaboration with JetBlue and the Port Authority of New York and New Jersey to reimagine and elevate JFK Terminal 5," said **Sabine Trenk, CEO of Fraport USA Inc.** "Together, we share a bold vision of transforming the customer experience — delivering a world-class, dynamic retail and dining destination that captivates customers while driving economic growth and innovation."

A flavor and feel of NYC

A mix of globally recognized and locally rooted operators will debut an array of offerings to the terminal, bringing in brands such as Eataly, The Halal Guys and Shake Shack alongside NYC hot spots such as Jacob's Pickles, Tiki Chick, Serafina, Benetari's, Gotham Burger, Birch Coffee, Nom Wah, Devoción, Mister Paradise, the Blind Barber, Leon's Bagels, DiFara Pizza, Neir's Tavern and much more.

These small businesses — designated as airport concessions disadvantaged business enterprise (ACDBE) -- will be paired with experienced prime operators including HMSHost, Hudson Group, SSP America, OTG Management, M&R Concessions, WHSmith, Paradises Lagardère and Half Moon Empanadas. As joint-venture partners, ACDBE firms will learn how to operate concessions at an airport while also

strengthening their position in the business community.

Local and ACDBE Businesses selected as joint-venture partners include: Neir's Tavern (Queens); Brooklyn Tea Seller (Brooklyn); Sugar Hill Creamery (Manhattan); Nana's Love (Queens); Ranchito Salvadoreno (Queens); Neat Rules Hospitality (Manhattan); Byrd Retail Group (Brooklyn); The Nourish Spot (Queens); Sullivan Hernandez Group (Nassau); and M&R Concessions (Queens).

Since opening Terminal 5 in 2008 and expanding it in 2014, the terminal has been recognized for its customer-focused design and amenities. Today, it serves 165 JetBlue flights and more than 35,000 customers per day.

JetBlue's latest investment at JFK includes growth through the new Terminal 6, which will seamlessly connect with Terminal 5 and a forthcoming customer lounge.



SFO's free remote check-in service has handled more than 15,000+ bags since launch in late 2024

The San Francisco International Airport (SFO) announced that its free Remote Bag Check service has processed more than 15,000 bags since launching in late 2024. The complimentary service, available at both the Long-Term Parking and Rental Car Center, allows passengers to check in their luggage, receive boarding passes and proceed by AirTrain directly to their departure terminal security checkpoint.

The program, operated by Bags, launched in November 2024 with Alaska, American Airlines, Delta, and JetBlue. It has since added Southwest and United Airlines. Program usage is slightly higher at the Rental Car Center, which accounts for approximately 55% of all transactions.

Remote Bag Check is not intended to replace any existing service, but rather to enhance passenger convenience and reduce congestion at terminal check-in areas, especially during peak travel periods.

The service is available daily from 4:00 am to 8:00 pm. Bags must be checked at least 90 minutes prior to your flight's scheduled departure time. Airline baggage fees still apply.

For more information, please visit: flysfo.com/remote-bag-check.



SJC selects Hudson and Paradies Lagardère for new concessions

San José City Council approves proposals for \$16.9 million in capital investment that will bring 12 new retail concession opportunities to Terminals A and B, engage 50+ local retailers

The San José City Council has approved the selection of **Hudson** and **Paradies Lagardère**, as partners, to manage a new \$16.9 million retail concession program at **San José Mineta International Airport (SJC)** in California.

Hudson and Paradies Lagardère will operate 12 retail concepts throughout Terminals A and B that will support 50+ local retailers as well as locally sourced food from within Santa Clara County.

“Having two industry-leading concession operators will improve customer service through healthy competition, lower prices, improved product quality and added choice,” said **SJC Director of Aviation Mookie Patel**.

The Airport's new retail concession program is expected to generate a minimum of \$4,843,025 in revenue annually to support airport operations. This is approximately a 20% increase in the minimum annual guarantee (MAG) revenue compared to Fiscal Year 2024-2025. The collective total minimum revenue guaranteed over the 12-year term of the program is \$48,430,250. SJC is a self-supporting enterprise owned and operated by the City of San José.

The program will prioritize sense of place - focusing on innovation, local flavors, small businesses and a curated product selection - and represents an almost 50% increase in participation by Airport Concessions Disadvantaged Business Enterprises.

Both retail partners committed to support a high-quality buildout with new technology components that are designed to delight customers and drive incremental revenue, says the airport in its official announcement.

“With thousands of visitors expected to pass through SJC for the Super Bowl, NCAA Men's Basketball, and World Cup games in 2026, now is the perfect time to enhance our airport's shops, cafes,



Rendering of one of the shops to be operated by Paradies Lagardère at SJC – Plaza de San José (a nod to the historic Mayfair neighborhood).

and overall customer experience,” said **San José Mayor Matt Mahan**. “By putting the spotlight on small businesses and local foods, we ensure that travelers from around the world experience the unique identity of San José from the moment they arrive.”

Hudson's program will showcase such local goods as wines from Hollister-based Eden Rift Vineyards and San José-based J. Lohr; local artisanal gifts from San José's Alice Frost Designs and Lola x Kenneth Collaboration; and culinary selections from local

companies including Mike & Niki's Honey Company (Campbell), Sweetdragon Baking Company (San José), Garlic World (Gilroy) and Lala's Jam Bar (Sonoma County), among many others.

Hudson will also feature one of the first shop-in-shop's featuring merchandise directly from Google, as well as electronics from global brands including Apple, Bose, Sony and others.

Paradies Lagardère's program will also feature locally sourced goods, showcasing Gooseberry Designs (Los Gatos) and The

Capsmith (San José), along with local gourmet offerings from Nokki Farm (San José), Alice Stick Cookies (Los Altos), Ginger Lab (Santa Clara), Daybreak Coffee (San José) and Greenlee's Bakery (San José), among many others.

Paradies Lagardère will also feature licensed sports apparel from the San Jose Sharks, San Jose Earthquakes, San Francisco 49ers, San Francisco Giants and college teams from Stanford, UC Berkeley and San José State University.

In 2024, SJC welcomed nearly 12 million passengers.

O'Hare International welcomes five new concessions in terminal core

The city of Chicago is renowned for its culinary offerings and the Chicago Department of Aviation (CDA) has opened five new restaurants in O'Hare International Airport's terminal core from local brands.

“By showcasing Chicago's diverse entrepreneurial spirit, these openings not only enhance the travel experience but also create meaningful economic opportunities for business owners from all backgrounds,” said **CDA Commissioner Jamie L. Rhee**.

Three concessions opened in Terminal 1 – Pronto Sandwiches near Gate B14, The Bronze Pizza near Gate B7 and Home Run Inn Pizza near Gate C11.

Another Home Run Inn Pizza recently opened in Terminal 2 near Gate E5.

The Bronze Pizza is a sister location to The Bronze Tap, which also opened recently in Terminal 3 near Gate K4.





MarketPlace adds new retail and F&B concepts at Boston Logan

MarketPlace Logan – an affiliate of Boston-based New England Development and manager of the Boston Logan Concessions Program – has announced a new flight of restaurant and retail features at Boston Logan International Airport, including a unique concept from Avolta at Terminal E: The **Beauty Shops at Duty Free** features an exclusive selection of beauty products and fragrance collections from premier brands such as Chanel, Dior, Estée Lauder and Lancôme.

A new store carrying travel essentials and New England products and gifts, the **Shoppes at Boston Common**, also opened, located just beyond TSA.

Avolta's Hudson was awarded a 12-year duty free contract at Boston Logan in 2023, along with a 3-year extension for its duty paid business at the airport. Under the new and expanded contract, Avolta was scheduled to open eight new duty paid and eight duty free stores in 2023 and 2024.

Among the other new openings announced this month are a second Boston **Chick-fil-A**, breakfast service at **Shake Shack**, **Jimmy John's**, and **Buffalo Wild Wings**, as well as a dual-sided venture, **Peet's and Peet's at Night**, which serves Peet's signature coffees and teas on one side, and cocktails, wine, and more on the other side.

SEA Airport MD Lance Lyttle to depart in April to head up of Greater Orlando Aviation Authority

Seattle-Tacoma International Airport Aviation Managing Director Lance Lyttle has been announced as the next CEO of Greater Orlando Aviation Authority.

"Lance's commitment to excellence and his ambitious vision changed the airport experience at SEA," said Port of Seattle Executive Director Stephen Metruck.

"SEA has now reached the prestigious 4-Star Airport level from the Skytrax World Airport Awards in consecutive years (2022 and 2023), as well as the designation of best airport in the United States for three years running."

Lyttle helped lead a grand transformation of SEA Airport that continues with the current Upgrade SEA capital improvement program.

Lyttle's achievements as Managing Director have included recent openings of major facilities from the N Concourse Modernization and the International Arrivals Facility, the fully renovated and expanded Central Terminal, and projects underway such as the SEA Gateway in partnership with Alaska Airlines, and the C Concourse Expansion project.

Avolta opens its first F&B store in Brazil, celebrates a new 3-year contract with Aena Brasil at São Paulo/Congonhas Airport



Avolta announces the opening of its first F&B outlet in Brazil, as well as the expansion of its existing duty paid space at São Paulo/Congonhas airport, to a total floor space of nearly 1,100 square meters.

The new contract includes a 606 sqm main duty free walk-through store, the opening of a new 131 sqm duty-paid store and a 334 sqm F&B outlet, Vista Corona, all located in the newly constructed area of the airport.

Vista Corona will feature a full-service restaurant and a Grab & Go section, offering the full Corona experience, serving craft drinks and modern local food.

Gustavo Fagundes, General Manager Brazil, Avolta, called the opening of the company's first F&B store in Brazil "a momentous occasion," and a "key moment" in Avolta's growth in the LATAM region.

"We are creating unique and memorable moments for our customers, taking the airport shopping experience to a new level," he said.

Juan José Sánchez, Chief Commercial Officer at Aena Brasil, noted that the new retail and F&B are part of AENA's ambitious expansion and modernization plan in 11 Brazilian airports. In Congonhas, Aena will invest R\$ 2.4 billion to build a new passenger terminal more than double the current size, new boarding bridges, and various improvements for operational efficiency.

The airport will also feature 20,000 square meters dedicated to commercial areas.

"This is part of our strategy to raise the standard of our commercial offer across all 17 of our airports, providing a world-class experience that meets the expectations of our passengers, particularly in São Paulo, where we are committed to delivering an incredible experience," said Sánchez.

"The introduction of these new operations at Congonhas Airport embodies Aena's vision for the future passenger terminal: a cutting-edge space that seamlessly integrates innovative experiences and world-class services."



Seattle-Tacoma International Airport Aviation Managing Director Lance Lyttle has been named CEO of the Greater Orlando Airport Authority.



Tairo celebrates CK One's 30th anniversary with new fragrance and trainings across Caribbean and Mexico Travel Retail



CK One Essence celebrates the 30th anniversary of the iconic CK One original fragrance.

Tairo Group recently hosted a series of training sessions across the Caribbean and Mexico travel retail market for the new CK One Essence fragrance, while celebrating 30 years since the launch of the original CK One fragrance.

Designed to honor CK One's cultural legacy and evolution, these sessions provided beauty advisors and sales teams with in-depth knowledge and strategic tools to enhance the customer experience. By deepening their expertise in CK One Essence and its connection to the iconic CK One heritage, Tairo says that the sales teams are now better equipped to engage and inspire shoppers.

"Through initiatives like these, Tairo Group reaffirms its commitment to brand education and excellence in travel retail, ensuring that CK One and its newest expression, CK One Essence, continue to captivate and resonate in the region's fragrance market," said a Tairo spokesperson.

Coty Travel Retail launched CK One Essence in select duty free locations and airports across Europe, Asia-Pacific, and the Americas at the end of last year. CK One Essence is a new, intense iteration of the classic, and arrives 30 years after the launch of the original CK One fragrance.

Created by Alberto Morillas, the perfumer behind the iconic CK One, CK One Essence embodies the core values of its predecessor while leveraging a formula that is twice as concentrated, promising an intense, longer-lasting scent.

CK One Essence's fresh new juice features high-quality ingredients such as Italian Bergamot, blood orange and organic green tea, while both the bottle and secondary packaging were reimagined with premium, environmentally-preferred finishes.



Tairo Group hosted trainings for the new CK One Essence at the Margaritaville Resort in Nassau, The Bahamas (top) and the Marriott Hotel in Grand Cayman at the end of last year.

Tairo boosts OPI with exclusive nail events in Grand Cayman and Mexico Baja Travel Retail

Tairo Group recently elevated the OPI experience for beauty enthusiasts in Grand Cayman and Mexico Baja California's travel retail market through immersive nail events, offering shoppers a touch of luxury and self-care.

At Kirk Freeport Perfumery 2 in Grand Cayman, customers enjoyed complimentary nail polish applications and received an exclusive OPI gift with purchase. This interactive experience showcased OPI's extensive color range in a pampering, hands-on setting.

At Sears Rio Duty Free in Mexico Baja California, travelers were introduced to OPI's signature high-performance formulas.

Guests were indulged with expert nail services while exploring OPI's latest trend-forward collections, further strength-ening the brand's presence in the region.

"By hosting these dynamic travel retail activations, Tairo Group generated excitement for OPI, delivering impactful brand experiences that connect consumers with OPI's renowned quality, innovation, and trendsetting shades," said the company spokesperson.



Tairo held in-store immersive nail events for OPI at (left) Sears Rio Duty Free in Mexico Baja California and (right) Kirk Freeport in Grand Cayman to offer shoppers a touch of self-indulgence while showcasing the new color range

INTERPARFUMS, INC

TRAVEL MARKETS INSIDER

Coach and Interparfums extend fragrance license for five additional years, as fragrance house delivers strong 2024 sales

Coach and Interparfums have signed a worldwide agreement that extends the Interparfums fragrance license for the Coach brand for five additional years, until June 30, 2031. The original agreement was signed in 2015.

Sales of Coach fragrances increased from less than €10m in 2015 to nearly €190m in 2024, which the companies say are due primarily to the successful launches of *Coach* and *Coach Dreams* men's and women's lines.

Two significant new flankers for the *Coach* line will be launched in 2025.

Philippe Benacin, Chairman and CEO of Interparfums S.A., commented: "In less than ten years, we have succeeded in building a legitimate and coherent fragrance offering based on a high-quality brand name recognized for both its image and its products."

"We are extremely ambitious and confident in the brand's continuing growth in the short, medium and long-term, especially driven by its gender complementarity, with equal popularity for men's and women's fragrances."



Sales of Jimmy Choo, Interparfums' largest brand, increased by 7% in 2024. The Coach license has been extended for five years, through June 30, 2031. Essence Corp represents both brands in the Americas Travel Retail channel.

The new license extension follows on the strong financial results reported by Interparfums, Inc. for the three months and full year ended December 31, 2024, with net sales up 10% to \$362 million and 10% to \$1.45 billion, from the same periods in 2023, respectively.

Jean Madar, Chairman & Chief Executive Officer of Interparfums, Inc. noted, "2024 was our best year ever. Among the highlights were: record sales and profits, successful product launches and brand extensions, plus a better-than-expected first year managing Lacoste and Roberto Cavalli brand fragrances."

The company's largest brand, Jimmy Choo, increased sales by 7% and Guess grew by 13%. The company expects 2025 to be a "pivotal year".

"We have an aggressive line-up of new pillars and extensions making their debut for both our European and United States based operations," said Mader.

Interparfums will be launching its first proprietary niche brand, Solférino, this summer through an ultra-selective distribution, including its own boutique in Paris later in the year.

"Our business is benefitting from the broad shift into prestige and luxury fragrances, which resulted in healthy sell-out across our prestige portfolio at year end, setting the stage for a solid level of reorders in the first half of 2025," said Mader.



Heineken launches cruise exclusive commemorative can for SAIL 2025



Heineken is launching two commemorative limited edition collectors' can designs to mark SAIL 2025, the world's largest nautical event.

Heineken is a major sponsor of the festival's night-time entertainment with the SAIL ON STAGE series. SAIL 2025 takes place from August 20-24, 2025.

Available exclusively in the Cruise sector in the Americas region from February to July 2025 and in European region from April to July 2025, the 12 fl oz cans feature ocean-inspired graphics. They are a contemporary celebration of the central role of water and the maritime industry in the long histories of both Amsterdam and the Heineken brand.

Amsterdam has played a remarkable role in world history as a trading port and a pivotal role in the export of Heineken to the global stage. Gerard Heineken's 1864 launch of his first brewery was just a few meters from the Amsterdam waterways that would be used to transport his premium beer to markets around the world.

The new cans incorporate digital engagement (via QR code) taking the cruise guest on a Heineken journey, sharing the heritage of the brand with the chance to win a summer weekend in Amsterdam during the SAIL 2025 festival.

The competition prize includes a VIP visit to the Heineken Experience with a canal cruise, sailing alongside the 10,000 vessels expected to arrive from ports around the world.

"This is the first time we have created a limited edition for the Cruise sector to create excitement, intrigue and engagement for consumers and for crew. The Heineken SAIL can concept is a perfect way for us to share our pride in our home city and its vital role in the development of the Heineken brand. Water is elemental in the history and character of both Amsterdam and the heritage of Heineken too, from its role as one of the three ingredients in our beer, to the brand's journeys across the oceans to reach over 190 countries," says Christian Klimpke, Global Account Manager Cruises, Heineken.

"There is also a natural synergy with our Cruise business, which is a key focus for Heineken as we seek to continue driving sales with engaging innovations like this that also bring added value to our cruise line partners. In planning the SAIL campaign we are going beyond simply offering a 'fun new can design' by adopting a holistic approach that resonates with the heritage of both Heineken and our home city of Amsterdam."



Rémy Cointreau Global Travel Retail rolls out Westland American Single Malt Whiskey in Americas TR

Rémy Cointreau Global Travel Retail has introduced Westland American Single Malt Whiskey at Seattle Tacoma-International Airport, in partnership with Avolta. As the home of Westland Distillery, the Seattle opening marks a key milestone for Westland in the travel retail channel, and highlights Rémy Cointreau's ambitions for the brand in the region.

Westland's award-winning whiskies are distilled in Seattle's SoDo neighbourhood, where visitors to the Distillery can also enjoy tastings and tours. A pioneer in the American Single Malt Whiskey movement, Westland Distillery welcomed the official recognition (announced last year) of American Single Malt Whiskey as a designated category by the Alcohol and Tobacco Tax and Trade Bureau (TTB). This landmark decision represents a pivotal moment for the growing segment, solidifying its place within the world of whiskey, and establishing a unique identity for American Single Malt Whiskey on the global stage, says the company.

Westland American Single Malt Whiskey made its global travel retail debut last year in collaboration with International Shoppes at New York JFK T1 and Houston George Bush Intercontinental Terminal D, followed by further openings at JFK T4 and San Francisco and Los Angeles Tom Bradley International Terminal (TBIT), in partnership with DFS Group.



A new partnership with Holland America

In an important new development, Westland has partnered with Holland America Line to secure its debut cruise listing, starting with the company's Alaskan itinerary.

In 2024, Westland Distillery obtained B Corp Certification, which demands adhering to the highest levels of social and environmental performance, public transparency and accounting.

Westland's commitment to sustainability is inherent in its core philosophy and strategic business model. The brand's sustainable practices were a key factor in its selection by Holland America.

A unique Westland Single Cask bottling will be available to purchase on the cruise company's Alaskan routes, alongside Westland Flagship.

A second, exclusive Single Cask whiskey will be available on all of Holland America's Caribbean ships. Furthermore, to celebrate this new partnership, renowned bartender Sam Ross – inventor of the famous Penicillin cocktail – has updated his signature whiskey sour recipe to include Westland whiskey. The PNW Penicillin will be available for passengers onboard.

Elsewhere in U.S. travel retail, the product focus is on Westland Flagship, a DFS-exclusive Single Cask, and Colere 4.

Westland Managing Director Jason Moore commented: "Westland is thrilled to launch its American Single Malt in Seattle Tacoma-International Airport, and onboard Holland America, allowing for more people globally to savor the iconic whiskey. We are excited to embark on this journey of delivering exceptional spirits to more discerning customers worldwide, setting a new standard for the duty free shopping experience."

Westland was founded in 2010 and acquired by Rémy Cointreau in 2017.



Pernod Ricard GTR launches travel retail exclusive Chivas Regal 18 Year Old Ultimate Cask Collection, Pauillac Cask Finish

Pernod Ricard GTR (PR GTR) and Chivas Brothers have unveiled Chivas Regal 18 Year Old Ultimate Cask Collection, Pauillac Cask Finish, a GTR exclusive blended Scotch whisky.

Chivas Regal 18 Year Pauillac Cask Finish is created by blending malt and grain whiskies carefully chosen from various distilleries across Scotland. The whisky is then drawn down and fully finished in the finest Pauillac wine casks from one of the best wine producing regions of France, to bring out full-bodied flavor notes.

Released as part of the ultra-premium Ultimate Cask Collection,

the Chivas Regal 18 Year Old Pauillac Cask Finish expression is bottled at a unique strength of 48% ABV by Chivas Regal Master Blender, Sandy Hyslop. It comes in the familiar 1L Chivas Regal glass bottle with flourishes of purple and gold, housed in a white, purple and gold carton.

"Chivas Regal excels at innovation and, after the tremendous response to the first limited edition in the Ultimate Cask Collection – the 18 Year Old Margaux Cask Finish – I know collectors of super-premium whisky won't be disappointed with this smooth and indulgent expression, finished in first-fill Pauillac casks from France. We are proud of this latest iteration from the Chivas Regal Ultimate Cask Collection and its exclusivity to global travel retail – another fantastic coup for Pernod Ricard GTR," says Liya Zhang, VP Global Marketing at Pernod Ricard Global Travel Retail.

The new GTR exclusive whisky will be widely available in duty free locations across UAE, Asia/South-East Asia, India, the UK and the Americas from March 2025.

Travelers will be invited to engage with the latest expression through intimate guided tastings and exclusive store activations.

