

ARI, International Shoppes preview new concession partnership benefits at JFK T4

JFK T4 Retail Partners LLC has a plan to reimagine the duty free and specialty retail concessions at New York's JFK Terminal 4. The new partnership, made up of ARI, one of the world's leading travel retail operators; International Shoppes, a leading NY-based duty free and specialty retailer; and a group of local and small enterprise partners, was announced the winner of the concessions by The Port Authority of New York and New Jersey and JFKIAT at the beginning of the month. *Travel Markets Insider* spoke with the principals from International Shoppes and ARI about their vision of a best-in-class Terminal 4.

"JFK T4 Retail Partners is a joint venture of International Shoppes, which has tremendous U.S. experience, and ARI, which has fantastic global experience, along with our local partners, and comes together with our reach and knowledge to create a first class experience for our customers day in and day out," **Scott Halpern, International Shoppes, Co-CEO** tells *TMI*.

"We are delighted to be partnering with International Shoppes, JFKIAT and our wider local partners at JFK Terminal 4. This is a unique opportunity to bring together global travel retail expertise with

deep local knowledge to create something that truly reflects the energy and spirit of New York. Together, we have an ambitious vision to deliver a dynamic, experience-led retail environment that resonates with the millions of passengers who pass through this iconic gateway each year," adds **Ray Hernan, CEO, ARI**.

ARI operates duty free and duty paid travel retail outlets across 12 countries globally, while International Shoppes is widely regarded as a pioneer in the U.S. duty free market, having opened some of the first ever duty free shops at JFK and introduced the nation's first and only duty free cash-and-carry system in 1998. It will be celebrating its 75th year in business in 2026.

JFK T4 Retail Partners formally assumed operations of duty free at T4 on April 1, with a phased program of store enhancements, curated brand introductions, and experiential activations set to roll out throughout 2026 and beyond.

International Shoppes Co-CEO **Matthew Greenbaum** tells *TMI* that the joint venture of iShoppes and ARI is the "perfect marriage," and will complement each other over the 16 years of the contract.



L.-R: ARI-Middle East CEO and Global Chief Operations Officer, Nuno Amaral; International Shoppes, Co-CEO, Scott Halpern; JFKIAT, VP CX & Commercial, Belinda Jain; ARI, CEO, Ray Hernan; JFKIAT, President & CEO, Roel Huinink; International Shoppes, Co-CEO, Matthew Greenbaum; ARI, Global Head of Business Development, Sue Kelly.

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"JFK Terminal 4 is a very big project. It is a massive terminal. We could have done this on our own. ARI could have done this on their own. Both companies are more than competent to have taken this venture. But we've had some great conversations over the last few years of what a JV could look like, and we just felt that there were enough pieces of the puzzle that we're going to complement ARI, they're going to complement us, and it's going to be a perfect marriage," says Greenbaum.

"And now through our workings, the bids, and now a week into this, we're seeing these complements are really helping each other out, allowing us to quickly pivot and maneuver."

Creating a uniquely New York sense of place is a key component of the terminal and through the new partnership with JFK T4 Retail Partners, JFKIAT will introduce **New York Duty Free** at Terminal 4, with nods to the city's global stature, while celebrating local craftsmanship.

According to the official announcement, the concept blends premium brand partnerships, activation-led experiences, and clear value communication with a vibrant service culture, rooted in hospitality, innovation, and pride. Passengers will experience exclusive product launches and access to a curated selection of the best local finds that New York City has to offer.

"DFS has left behind a fantastic legacy. They've done a great job over there. We plan on bringing this to the next level. I can't really go too far into the plan. But it will include how we are going to be retailing," says Halpern.

Continued on next page.



Summit of the Americas 2026 in review gallery



The 2026 Summit of the Americas hosted an excellent series of educational sessions.

Clockwise from top left: Latin America intelligence specialist John Price and ACI-North America's Matt Cornelius discuss geopolitical shifts in the Americas and the impact on airports and travel; IAADFS Chairman Rene Riedi's opening remarks; mInd-set's Peter Mohn presented an in-depth look at airport food & beverage trends and how best to appeal to the increasingly important Gen Z consumer.

Avolta's Kate Herzig, Lagardere Tavel Retail Peru's Miguel Ruiz, ARRA's Andrew Weddig and The Moodie Davitt Report's Ameesha Raizada discussed converging channels focusing on blended duty free, F&B and essentials partnerships; Starboard's Lisa Bauer, Harding+'s Pat Molloy; Citizen Watch America's Fernando Sanchez, Diageo's Amy Del Gatto and Carnival Cruise Line's Brent Jenkins candidly discussed what cruise lines are looking for in their retail programs.

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"It will include which brands we will bring into the terminal. It will include the technology that we will use. It will include all the little elements that we're going to be doing to create a very unique customer experience," Halpern continued.

JFK T4 Retail Partners will retain the workforce that has worked for DFS at JFK and will be adding more people in the coming months.

"We're really happy to have retained the workforce that was there. They have a tremendous work knowledge of the building, and the customers that are coming through there. That's going to be key. With our global reach, our local reach, and then this team that's here in the field, it gives us the ability to go into a sprint right away, which is fantastic. From there, we're also growing, and we're adding more people to the headcount, so we're really supporting the business to make sure that the customer service is there," says Halpern.

"One of the things that is key for ARI, International Shoppes and all of our stakeholders, is that we're retailers. We're making sure that we are providing a great assortment at a great price and great customer service. The heartbeat of the company is the team that's in the fields making those sales, day in and day out."

Along with ARI and International Shoppes, the participating business partners include:

Byrd Retail Group, bringing decades of experience at JFK Airport and working with the Queens community to support the participation of local concession businesses;

Crescent Consulting, a local, Queens firm that has supported numerous public infrastructure, transportation, and economic development projects throughout the state – including those at JFK Airport – and supporting initiatives that connect local businesses to those projects;

CSQ Enterprises, an organization with deep roots in the airport industry and a proven commitment to supporting communities across Queens;

M&R Concessions, an experienced local business with extensive operations at JFK Airport;

Neir's Tavern, a Queens-based business and one of the oldest operating taverns in the U.S., with a storied local legacy and a strong commitment to civic leadership;

Onsite Retailers, a division of Olympic Supply, Inc., that brings decades of airport concession knowledge and a strong presence in Queens and the larger New York City business community; and

Ben Crump Enterprises (BCE), a company founded by renowned civil rights attorney Ben Crump to advance economic opportunity, promote entrepreneurship, and support underserved communities.

Summit of the Americas 2026 in review photo gallery



Catherine Restrepo with her newly rebranded Syzygy Brands; Paul Collica, ROXY/Quicksilver at YGI Group; Patrick Nilson, Haleybrooke International; and Rodrigo Bazan and the Flor de Caña team at Summit of the Americas.



The B&S King of Reach team; Carlos Cohen – Bijoux Ternier; Dhiren Vasa and Manish Kalathil of Cosper Distribution showcasing their Absolu fragrances.



Cynthia Mitchell and Les Hansen, Go Travel; Bob Syner, Specialty Brands; Juan Gentile, Anabel Hernandez, Tito Gonzalez, Elizabeth Levin and Alexander Almosny, DISC.



Waldemar Behn's Rudiger Behn, Veronica Huber and team; The Hershey Company's Iris Mejia, Melissa Benner and team; Salvador Blanco and Bill Kerry, Heaven Hill.

Flor de Caña grows cruise visibility with focus on authentic premium rum portfolio



Flor de Caña's Retail and pouring cross-promotion on board Norwegian Cruise Lines with Avolta.

Flor de Caña has been increasing its presence on cruise ships, led by premium activations including rum masterclasses, signature cocktail programs, and cross-promotions between pouring and retail.

Rodrigo Bazan, Flor de Caña Global Travel Retail Managing Director, tells *TMI* that the past year has been very positive for Flor de Caña, with strong momentum across key channels.

"The cruise channel, in particular, represents a significant growth opportunity as the industry continues to expand, and we are aligning our strategy by increasing our presence across more ships and cruise lines globally with premium offerings rooted in

our unique origin—our rums are born at the base of an active volcano."

Flor de Caña is available in more than 20 shops in cruise retail and is listed with Norwegian, Royal Caribbean, Carnival, Holland America, MSC, and Virgin.

Cruise is an ideal channel to showcase Flor de Caña, as it allows the company to engage with global consumers seeking premium brands with authentic heritage and strong sustainability credentials, says Bazan.

"We are present in both retail and pouring, offering a full brand experience backed by our 135-year family legacy, our volcanic origin, and our commitments such as being Carbon Neutral certified, distilling with 100% renewable energy, and planting over one million trees since 2005," he says.

"We have been executing premium activations including rum masterclasses, signature cocktail programs, and cross-promotions between pouring and retail to create a seamless brand experience. We are also introducing our refreshed premium packaging, which elevates our global presence while highlighting our heritage, including our story of rums born at the base of an active volcano, and reinforcing our sustainability commitment through lighter bottles and 100% recyclable materials."

Flor de Caña has been strengthening its premium portfolio in the cruise channel.

"We have recently expanded our presence with new listings of Flor de Caña 12 and 18 Year rums in pouring, as well as 12, 18, and 25 Year expressions in retail. Consumers continue to value the quality of our naturally aged rums, crafted without sugar or additives and born at the base of an active volcano, backed by our 135-year family tradition and commitment to sustainability."

See the portfolio of premium Flor de Caña rums at [F&B@Sea](#).



Flor de Caña bottle engraving activation onboard Royal Caribbean Cruise Line's Wonder of the Seas.



Casa 1910 unveils elevated packaging; adds 'El Ébano' to portfolio

Mexican cigar brand Casa 1910 AG has unveiled a comprehensive refinement of its brand identity, introducing elevated packaging across the portfolio and a strategic expansion of its core lines.

Casa 1910 recently partnered with Royal Caribbean Group and has been listed with Avolta and Heinemann in their cruise programs.

A Visual Tribute to Mexican Heritage

Signaling a new chapter in the brand's global growth, the new image has been designed to ensure that Casa 1910's visual presence matches the complexity of its award-winning blends, says the company.

Moving forward, Casa 1910 says that it will focus exclusively on its best-performing Mexican Puros, "the truest expression of our heritage and the 100% Mexican tobacco that defines our brand."

With global demand for Mexican tobacco continuing to grow, Casa 1910 says that it stands apart with a story and craftsmanship that no other brand can offer.

"By concentrating on Mexican Puros, we celebrate the authenticity, quality, and tradition that make our cigars unmistakably Mexican and position ourselves as a leader, with a unique selling proposition, in the premium cigar market," said Rob Maneson, CEO of Casa 1910.

As part of this evolution, Casa 1910 is de-listing non-puro SKUs from its permanent portfolio. These blends will return as limited editions in select global markets in late 2026 and early 2027.

Crafted in collaboration with Nsolo Consulting Group, Casa 1910 introduces elevated packaging and a strategic expansion of its core lines. At the forefront of this evolution is "El Ébano", the brand's newest cigar blend. "El Ébano" takes its identity from the Battle of El Ébano, a defining moment of the Mexican Revolution. The core portfolio is made up of the El Ébano, Cuchillo Parado, and Tierra Blanca lines available in three classic formats, all packaged in 10-count boxes.



SRP launches DEFY - a bold new vision in premium eyewear



With a legacy that dates back to 1969, SRP Companies has built a reputation in the eyewear industry on quality, accessibility, and innovation. Now, the company says that it is raising the bar once again with the launch of DEFY—a high-end eyewear brand designed to challenge category conventions while remaining accessible to a wide audience. The DEFY sunglasses were showcased at the Summit of the Americas.

Michael Crouch, Senior Vice President of Sales, Product, and Marketing at SRP, discusses the inspiration behind the company's new venture and the benefits it can bring to the market.

"Over the decades, we've established ourselves as a trusted partner in eyewear, especially within the convenience and general merchandise space. But we saw a gap in the market—where luxury design, premium features and sustainability meet affordability. Consumers are more educated than ever. They expect polarized lenses, durable frames, comfort, and style—without always wanting to pay \$150 or more. DEFY is our answer to that. It's a sustainable premium product line that delivers high-end performance, without the high-end price tag," he says.

The name DEFY sets a tone and reflects the attitude of the brand, he adds.

"We're defying the notion that great sunglasses need to be over-priced or inaccessible. Every pair in the DEFY collection is built with features typically found in luxury eyewear. We're talking premium polarized lenses, sustainable

materials, anti-slip temple grips spring hinges, shatter-resistant lenses, and superior UV protection. These are the technical features consumers expect in a \$150+ pair of sunglasses—but we're offering them at **retail price points ranging from \$49.99 to \$69.99**, with zero compromise on quality or design." Crouch explains.

Aligning with SRP's broader retail strategy of delivering quality and value at scale, Crouch says that DEFY gives retailers the opportunity to compete directly with national and luxury brands—at a price point that opens the door to greater volume.

"We're rolling this out in key markets – including travel retail -- and supporting it with high-impact merchandising, marketing, and training. Our goal is to establish DEFY as a premium brand in the eyewear space across multiple channels—Travel, Convenience, Specialty, and more."

The DEFY launch collection is built on diversity across frame shapes, lens tones, and materials to appeal to both men and women. Crouch says that the **Explorer Collection** and **Timber Top's Performance Polarized Lenses** are already getting early attention, and the feedback from SRP's initial retail partners has been "phenomenal."

The company is also planning follow-up capsule collections, seasonal refreshes, and retail-exclusive drops that will keep the brand fresh and top-of-mind with consumers, he says.

For information, contact Bill Teufel, *Director SRP Travel*, Bill.Teufel@srpcompanies.com or bcollins@citra-inc.com

PeppaRose expands retail presence across Regent and Oceania cruises, debuts new Mediterranean design collections



PeppaRose's new Le Jardin Bleu explores the Mediterranean's iconic blue-and-white palette.

PeppaRose continues to grow its presence in luxury cruise retail, with recent placements onboard Regent Seven Seas Cruises and Oceania Cruises. The brand's destination-inspired collections have resonated strongly within cruise retail, where product relevance to itinerary plays a key role in guest engagement and conversion.

Building on growing demand for Mediterranean-inspired designs in travel retail, the brand has also developed two new design stories - *The Sorrento Collection* and *Le Jardin Bleu* - reflecting continued interest in destination-led design.

Le Jardin Bleu explores the Mediterranean's iconic blue-and-white palette. Inspired by coastal gardens along the Mediterranean and the interplay of light and color, the collection features hand-drawn hydrangeas and floral motifs reminiscent of gardens along the Amalfi Coast and the French Riviera, with subtle color references to Portugal's traditional Azulejo tiles.

The Sorrento Collection captures the warmth and optimism of southern Italy. The hand-drawn designs are anchored by the lemon - a Mediterranean symbol of vitality and joy - rendered through PeppaRose's signature artwork. Vivid yellow hues are balanced with white blossoms, evoking

freshness, renewal and the spirit of the Mediterranean.

The collection is crafted using premium natural materials. Silk scarves are made from 100% silk in Italy and offered in three formats. 100% Cashmere, ultrafine scarves are made in Nepal, offering a lightweight layer for travel across both warm and cooler climates.

Designed specifically for travel retail, the collections blend storytelling and craftsmanship - making them a natural fit for onboard boutiques and destination-driven environments.

"We continue to see strong engagement from guests when products reflect the destinations they are visiting," said Samantha Field, Senior Director of Onboard Retail at Diamonds International. "Mediterranean itineraries in particular offer a rich visual and cultural backdrop, and designs that capture that sense of place allow guests to take a meaningful piece of their journey home with them."

"I design with travel in mind - collections that feel personal and reflect the destinations that inspire them," said Jacqueline Lampert, Founder of PeppaRose.

"These designs draw on the color, light and optimism of the Mediterranean, while staying true to our commitment to entirely hand-drawn artwork and sustainable craftsmanship."

Coty Travel Retail expands Burberry Beauty across key global travel hubs in Europe and the Americas

Coty Travel Retail has expanded the launch of Burberry Beauty across Europe and the Americas, with 19 new and renovated counters in key international travel hubs.

The rollout represents the most extensive deployment of Burberry's updated beauty identity to date across the two regions.

Spanning 12 doors in Europe and seven in the Americas, the expansion substantially strengthens Burberry Beauty's visibility and presence within global travel retail, and features the renovated Burberry Makeup range, the premium Burberry Signatures fragrance collection and the brand's Classic fragrance portfolio, presented within elevated retail environments that reflect the brand's British heritage.

Select locations feature Burberry's three-axis offering, designed to deliver a comprehensive, service-led experience integrating the full breadth of the brand's fragrance and makeup range.

All newly opened and renovated doors will offer enhanced services, including dedicated Beauty Expert consultations and flash makeup services. Select high-traffic locations, including in São Paulo, also feature dedicated sit-down Makeup stations, ensuring a more personalized and engaging experience.

Mette Engell, Senior Vice President, Coty GTR, said: "We are proud to expand Burberry Beauty across Europe and the Americas through this significant network of new and renovated doors.



New Burberry Beauty counter in Buenos Aires Ezeiza International Airport.

"This rollout reflects the strength of our retailer partnerships and our shared ambition to elevate the premium beauty experience for international travelers. By bringing together Burberry's upgraded makeup range, the Signatures Collection and its iconic Classic fragrance portfolio within enhanced retail environments, we are strengthening brand visibility, deepening consumer engagement and driving continued growth in some of the world's busiest travel hubs."

The expanded and/or renovated doors in the Americas include Buenos Aires Ezeiza International Airport in Argentina, São Paulo International Airport in Brazil, Vancouver International Airport in Canada, Mexico City International Airport in Mexico, Tocumen International Airport in Panama, and New York's John F. Kennedy International Airport and Los Angeles International Airport in the United States.

Ardnamurchan Distillery targets global growth with strategic GMAX partnership



Sustainable Scotch whisky producer Ardnamurchan Distillery has announced a new strategic partnership with global travel retail and duty free specialist GMAX Travel Retail. The collaboration represents a significant milestone in the distillery's continued growth, creating new international routes to market and bringing its coastal whisky to travelers worldwide.

Powered entirely by renewable energy, including hydro-electric power from the river behind the distillery and solar panels on its warehouses, Ardnamurchan was also the first Scottish distillery to use locally sourced woodchip for all heat and steam requirements.

Production co-products are repurposed into animal feed for local farms, unnecessary packaging has been eliminated and bottles are made from a high proportion of recycled glass. This "lightest touch" distilling reflects a genuine commitment to a circular economy and was recognized with the title of Global Sustainable Distillery of the Year 2024.

The distillery has created Ardnamurchan **Fascadale Highland Single Malt** specially for travel retail. At 50% ABV, this whisky combines peated and unpeated spirits, matured in its traditional dunnage warehouses. Non-chill filtered and naturally colored, Fascadale's coastal character features tasting notes of sea spray, citrus peel, and marshmallows, layered with a wisp of

peat smoke, in a rich, oily texture, says the company.

"We are very excited to be working with Alex and the fantastic team at Ardnamurchan and to be introducing such a special exclusive Whisky to GTR. We feel this is the perfect fit for Travel Retail with a unique and sustainable product from such a special part of Scotland.

Ardnamurchan have such strong values in producing whisky the right way and after the GMAX team visited the fabulous distillery we knew we had the right partners. It is also special to have the exceptional expertise of former Remy Cointreau MD Peter Sant fully involved in the project... exciting times ahead..." says **Garry Maxwell**, Founder & Director of GMAX Travel Retail.

"We launched Ardnamurchan Scotch Whisky to the world in 2020 and have been overwhelmed with the demand and positive feedback. With this strong foundation now in place, I am delighted to be partnering with the highly experienced and respected team at GMAX to introduce us to the exciting global travel retail sector. We remain fully committed to putting unashamedly full-flavored West coast Scotch whisky in bottle and our first GTR exclusive, the Ardnamurchan Fascadale, is no exception," says **Alex Bruce**, Managing Director at Ardnamurchan Distillery.