

**TUESDAY 9 MAY**

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE 2017

05

## RE-IGNITING *OUR* INDUSTRY

Full Conference & Workshops report

18

## NEW AND RETURNING *EXHIBITORS*

New discoveries in Asia Pacific

23

## WINE & *SPIRITS*

Special reports inside

56

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## INTRODUCTION

**ALWAYS ASIA**

**Singapore will always be special to me. It was here, over two decades ago, that I began my career in the spirits industry.**

I came to the TFWA Asia Pacific Exhibition & Conference in the very early days when it was a much smaller show than it is today, and it's great to see it grow, as its own development has indeed reflected that of the Asian market.

Of course, today Asia is the dominant force within the duty free and travel retail industry. And following a similar trajectory, TFWA Asia Pacific Exhibition & Conference continues to be, year after year, an important

diary date in our calendars, a welcome regular fixture at a time of much uncertainty and change. While smaller than its more frenetic sister event in Cannes, in Singapore, visitors, delegates and exhibitors perhaps have more leisure to engage in more lengthy conversations and foster the sort of genuine relationships upon which great business is based. It is essential, in challenging times, that we work in unity to find solutions to our problems together, and this event can provide the perfect foundation for these partnerships. Therefore, we are pleased to welcome a record 316 exhibiting companies on 312 stands (up

2% from 310 last year), sharing an impressive 10,254sqm of space (up 4% from 9,817sqm last year). Among these, we are delighted to see a number of newcomers, including Giorgio Armani, Tommy Hilfiger, L Brands, Locharron, Woollip and Marques De Riscal. And as ever, there's plenty more to see. Among the well-known names with us this year on Level 1 are cosmetics house Guerlain, Kering Eyewear, Moët Hennessy with their double height stand, and LVMH Fragrance Brands. It's fair to say that many important business deals will have been opened, as well as closed, during meetings arranged via the TFWA ONE2ONE service, and we are expecting this year's programme to be just as successful. Don't forget to secure your appointment and visit the ONE2ONE lounge on Level 1.

Of course, however, the experience of a visit to TFWA Asia Pacific Conference & Exhibition isn't all about the formal meetings, and a number of improvements across the event bars and break-out areas will ensure that all-important down-time is even more pleasant. When it's time to relax, there is a 'French Open' themed rest area, and a Well-Being lounge with a 'zen-like' atmosphere that makes it the ideal place to chill on Basement 2. There is also a Western bar and an Asian bar, as well as a sushi bar, at which delegates can enjoy a post-work drink or a bite to eat. All these areas will feature refreshed new styling to create an even more inviting ambiance, and to offer all TFWA Asia Pacific Exhibition & Conference delegates an even better experience.

## NOTES FOR YOUR DIARY:

- Don't forget to visit the TFWA Asia Pacific Bar located on Level 4. Its tranquil outdoor terrace is the perfect spot to relax at the end of a busy day.
- Do join us for tonight's magical themed poolside Chill-Out Party at the Mandarin Oriental Hotel at 19:30.



**Aude Bourdier-Rocourt,  
Vice-President  
Commercial, TFWA**

## WIFI SERVICE



TFWA is pleased to provide free WiFi access within the exhibition halls.

**REMINDER OF LOCATIONS WITHIN THE MARINA BAY SANDS EXPO & CONVENTION CENTRE:**

- Two exhibition levels: Basement 2 and Level 1
- Registration desks and ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Bar: Level 4
- Conference/Workshops: Level 5
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1

**BREAKFAST WILL BE SERVED FOR TFWA DELEGATES AT THE ADRIFT RESTAURANT – MARINA BAY SANDS HOTEL LOBBY TOWER 2 – IN A PRIVATE ZONE ACCESSIBLE TO ALL TFWA BADGE HOLDERS.**

**The TFWA Product Showcase is a dedicated online service that allows exhibitors to present their brand innovations in advance of and during TFWA Asia Pacific Exhibition & Conference.**

Learn more about the latest exciting product news from brands across all product categories. Many have uploaded

**TFWA PRODUCT SHOWCASE**

information and photos to the website, where visitors can search for products by brand, company or product sector.

Scan this code to visit the TFWA Product Showcase:



## TFWA ON SOCIAL MEDIA



Find the latest news on TFWA Asia Pacific Exhibition & Conference, and learn more about the Association's objectives, across social media. Visit the TFWA LinkedIn page and join TFWA's LinkedIn Group, follow us on Twitter, and 'like' us on Facebook. They are the ideal platforms to keep up-to-date with TFWA news as it happens.

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It was a packed auditorium in yesterday morning's TFWA Asia Pacific Conference, themed 'Re-igniting our industry'. Delegates heard insights into how businesses can drive growth amid a changeable political and economic climate. Once again, the dedicated conference app provided a true interactive element.

# RE-IGNITING OUR INDUSTRY

**The Asia Pacific region continues to lead the global duty free & travel retail industry, both in terms of size and dynamism. However, growth has slowed, and the political and economic climate appears fragile, so yesterday's theme – 'Re-igniting our industry' – was a prescient one.**

TFWA President Erik Juul-Mortensen assessed the prospects for growth, and began by highlighting the latest available duty free & travel retail sales figures, courtesy of Generation Research. "Preliminary figures for 2016 show that global duty free & travel retail sales were just over \$63.5 billion – a modest 2.5% increase over 2015," he said. "Yet again, the powerhouse that pulled the industry away from negative growth was

the Asia Pacific region, which delivered sales of just over \$27.5 billion, representing a 42% share of global sales and an impressive 9.1% year-on-year increase." Nevertheless, Juul-Mortensen's sense is that the business remains fragile. The world has undergone some profound changes over the last 12 months, not least the Trump presidency and the UK Brexit vote. "And here in Asia, it has been a particularly eventful start to the year in many respects," Juul-Mortensen commented. "South Korea's adoption of the US anti-missile system led to one of our industry's biggest duty free markets suffering an alarming fall in sales as China banned group tours to South Korea. Chinese tourist arrivals fell by 40%, reminding us of our industry's exposure to political and economic developments beyond our control."

A key message in Juul-Mortensen's address was the importance of agility and being "ready to respond to change, shape it and move forward". He also emphasised the importance of communication. "We've always been good at communicating amongst ourselves, but much less good at telling the world why our industry is important," said Juul-Mortensen. "That's why this year, to mark the industry's 70th anniversary, TFWA will be launching a promotional campaign designed to highlight what our industry contributes to the travel economy. It remains a work in progress, but we are keen to enlist the support of all the stakeholders in our business, so that we can make the most of this important anniversary to convey a positive message about duty free & travel retail."



TFWA President Erik Juul-Mortensen: "The combination of geo-political, economic and social tensions is potent for an industry that depends on the freedom to travel. The pressure on our industry has arguably never been greater, with our value proposition under threat and our ability to compete with m- and e-commerce eroded."

According to Generation's recent 10-year forecast, duty free & travel retail sales growth in Asia Pacific will far outstrip the global average, and the region will account for 47% of global sales. "That is worth fighting for, and we can only do that by working together," Juul-Mortensen asserted. "The response to the challenges we face must be a common approach. Above all, our focus must be on re-igniting our industry by understanding our customers and delivering an exceptional shopping experience."

## APTRA DEFENDING THE INDUSTRY IN ASIA PACIFIC

Jaya Singh, President, Asia Pacific Travel Retail Association (APTRA) followed with a focus on how better communication, information, and cooperation between stakeholders, will help the travel retail industry in the region to counter daily challenges relating to regulation, lobby groups, and commercial concerns, in order to develop the business. He explained that while the Asia Pacific region has a 42% share of global travel retail sales, growth in sales in less impressive than a few years ago due to factors including geopolitical tensions, exchange rate fluctuations, and unpredictability of travel patterns. "As the regional association for duty free & travel retail in Asia Pacific, APTRA is committed to a collaborative approach to growing the business," Singh commented. This includes a rolling programme of consumer behavioural research carried out by m1nd-set on behalf of APTRA, the APTRA Airports Resource Centre, and its Responsible

Retail Training Programme. This year, research studies into consumer behaviour include Tier 2 and 3 cities in China, and Japan, Korea and India. "We are also launching a series of airport studies," Singh explained. "The first of these was presented on Sunday at the inaugural APTRA Airports Forum, hosted by Changi Airport Group. It inspired lively discussion, and is the first step in helping executives understand future trends. Our objective is to provide a source of information as to how airports have handled certain issues and challenges." He added that airports are key to APTRA's advocacy work given their status, in general, as government-owned companies in the region. "As such, airport management are in close contact with the aviation and tourism ministries and customs authorities, and are pivotal to the trade association in getting the industry's voice heard so this new cooperation is two-way," Singh said. APTRA's Responsible Retail Training Programme is based on the principles outlined in the DFWC Global Code of Conduct. The online training service was launched for APTRA member retailers and alcohol suppliers to ensure their staff across the region are informed and educated about responsible retail practices, and are trained and certified as responsible retailers. Singh explained that the training includes examples of best practice and demonstrates to consumers that duty free & travel retail is a responsible industry. "We are working to ensure the framework in which we operate continues to be a robust one," he concluded.



APTRA President Jaya Singh: "As the regional association for duty free & travel retail in Asia Pacific, APTRA is committed to a collaborative approach to growing the business."

Yesterday morning's Plenary session 1: Re-igniting our industry featured two captivating keynote addresses. The first was from Dr Anil Gupta, author, commentator and member of the World Economic Forum, who is widely regarded as one of the world's leading experts on strategy and globalisation. Tan Sri Rafidah Aziz, Chairman of AirAsiaX and former Malaysian Minister of International Trade and Industry, then examined the future for regional economic integration, and the implications for trade and free movement.



Dr Anil Gupta, author, commentator and member of the World Economic Forum: "In all likelihood, by 2025, Asia's GDP will be larger than that of the US and Europe combined."

# PLENARY SESSION 1: RE-IGNITING OUR INDUSTRY

**Dr Anil Gupta, author, commentator and member of the World Economic Forum, delivered some fascinating insights into Asia's rise in an era of global flux.**

Discussing unrest over globalisation, he explained that in the 1980s

emerging economies and rich economies were growing at approximately the same pace. "Since then, there has been a slowdown among rich economies, with emerging markets growing at two to three times the pace of rich economies," said Gupta. "The slowdown has meant rising

inequality and rising unemployment. That is what feeds discontent among the poor, whether it's in the US, UK, or the rest of Europe. These are big long-term developments, which pre-date the Trump presidency and Brexit." He noted that global integration is changing

from being trade-based to data and service-based. Asia is rapidly becoming the world's economic centre. "In all likelihood, by 2025, Asia's GDP will be larger than that of the US and Europe combined," Gupta added. "That's how important Asia is becoming. If you look at global ranking by GDP, India is already the world's seventh-largest economy and by 2025 will be vying with Japan for third place."

Asia's economic strengths are becoming more broad-based. "Until the 1990s, the Asia story was primarily about the rise of Japan," Gupta added. "By now, China has replaced Japan as Asia's growth engine. Over the next 20 years, we'll see India, Indonesia, Vietnam and Philippines also become economic powerhouses, while China's growth rate will continue to slow down." Meanwhile, Asia is also steadily becoming less dependent on exports to the rest of the world. A growing share of Asian economies' exports are intra-Asia, he noted, and the figure is already 60%. Referring to Asian travel trends, Gupta said in China there is increasing diversity among travellers, rapid acceptance of new brands, more knowledge about global brands, and a move from luxury products to luxury experiences. He added that a sustainable economic growth rate for China is around 5-5.5%. Gupta concluded with five

big takeaways: globalisation is alive and well with the rise of emerging markets and the move to trade in data and services; Asia is moving to the world's centre; Chinese travellers will remain the number one growth engine; Indian travellers are the second fastest-growing after China; and finally, consumers are embracing digital and mobile technology.

## BALANCING NATIONAL AND INTERNATIONAL INTERESTS

In a truly engaging address, Tan Sri Rafidah Aziz, Chairman of AirAsiaX and former Malaysian Minister of International Trade and Industry, spoke about balancing national and international interests in a time of uncertainty. "We're still being influenced by globalisation," she said. "With the demands of globalisation, there's increasing regional cooperation; we see that with ASEAN. The business community has been pushing for removal of barriers to trade and harmonisation of standards to facilitate cross-border trade. Of course, there is a downside – the domestic market will have to face new competitors, with disruptors in the marketplace. I'd like to call AirAsiaX a disruptor – our expansion of services goes beyond traditional market segments." Aziz highlighted sustainability as a key benchmark

of international standards, with an increasing emphasis on decreasing carbon emissions, and increasing energy efficiency. "At AirAsiaX, we make sure our new aircraft orders are economic in configuration, and more importantly in terms of carbon emissions and fuel efficiency. Every business will have to look at this," Aziz commented. A key theme of her address was that government policies should be market-driven, not politically-driven. "We are increasingly witnessing how in some countries there is politicisation of trade policies, particularly where governments pursue policies not dictated by the market but by politics," said Aziz. "But national interest must be seen in the context of regional and global economic interest. The policies governments formulate must be dovetailed carefully into regional and global economic priorities, where rules and procedures are in place to provide predictability for the markets." She spoke passionately about the need for business leaders to influence policy, and for government policies to be business-driven. "We have to tell governments everywhere that no country or economy should be allowed to operate in isolation, but rather in the fabric of regional and global economic infrastructure," she added.



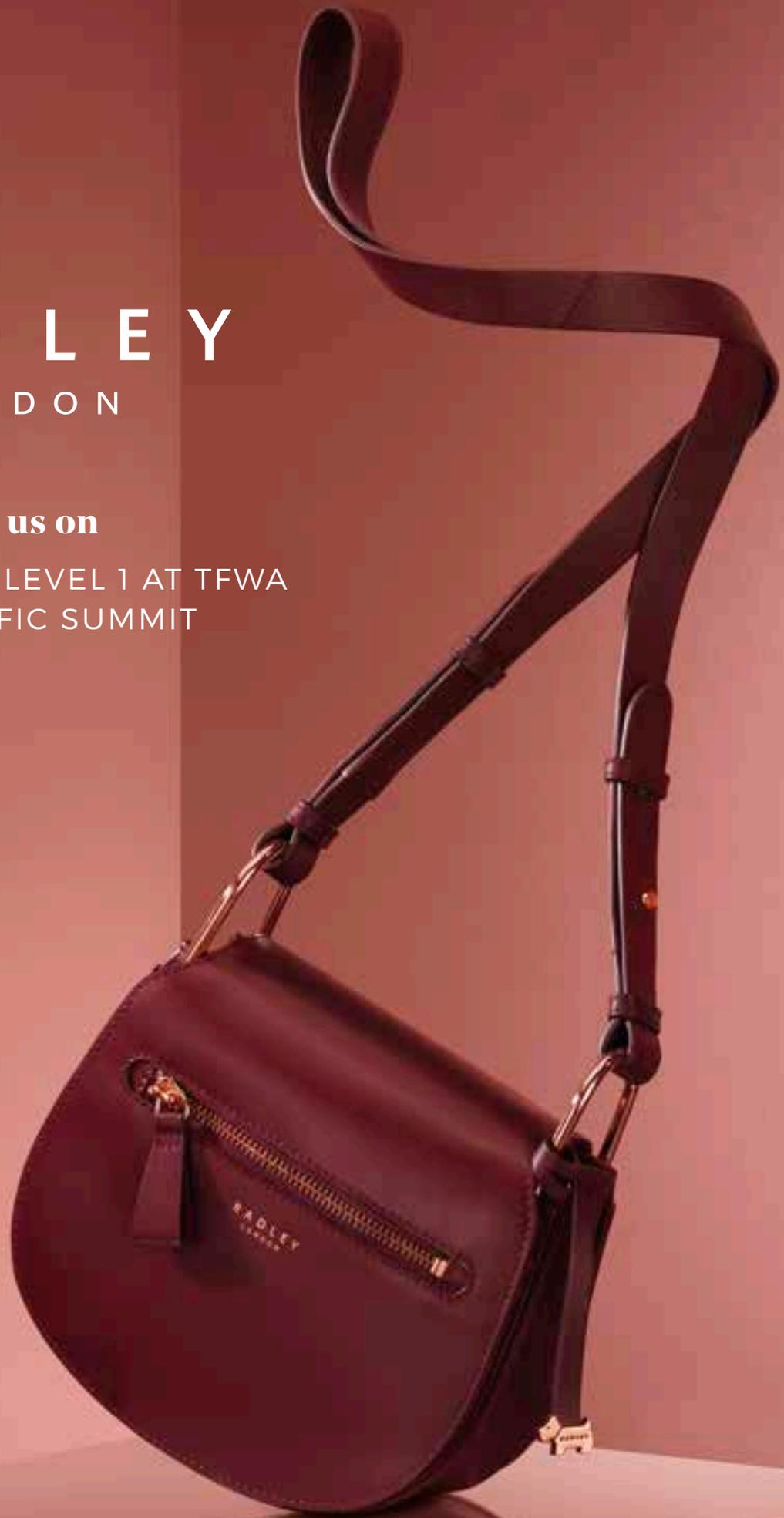
Tan Sri Rafidah Aziz, Chairman of AirAsiaX and former Malaysian Minister of International Trade and Industry: "We're still being influenced by globalisation. With the demands of globalisation, there's increasing regional cooperation; we see that with ASEAN."

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# LEARNING LESSONS FROM E-COMMERCE

Yesterday's Plenary session 2 featured eye-opening insights from two leading senior retail executives: Porter Erisman, former Vice President, Alibaba Group, and Andrea Belardini, CEO Asia, Middle East and Africa, Dufry.

**Nowadays it is almost impossible to talk about retail without mentioning e-commerce, and at a time when travel retail is experiencing some significant challenges, it is important to learn from such innovative solutions.**

Porter Erisman, former Vice President, Alibaba Group, is, indeed, extremely well positioned to explain how the e-commerce boom began.

He has wide experience in the retail industry, including working alongside Jack Ma, founder of Alibaba, the largest Chinese e-commerce marketplace. "Working for Alibaba was different and exciting," said Erisman. "Afterwards, I made it my mission to talk about the story and the changes that are happening throughout the world in e-commerce." It was a truly engaging speech that included some impressive statistics on Singles Day,

the shopping holiday in China, which takes place every November. Alibaba decided to turn it into a shopping extravaganza, where Chinese shoppers go online and shop for 24 hours. The figures have been impressive. Last year, within this 24-hour period, there were \$17.8 billion worth of products sold through Alibaba's marketplaces alone, which Erisman said is more than the total sales during Black Friday and Cyber Monday in the US. Around 27% of those sales are international brands. "This is pretty staggering and I think this is all you need to know to demonstrate that e-commerce is alive and well in China." Erisman provided a few valuable lessons he had learned from Jack Ma's leadership. The first step is to understand the "DNA of e-commerce" in order to understand how this market is developing so rapidly. "It's not enough to know that the Chinese consumers are crazy about e-commerce, it's about understanding why." Secondly, Erisman advised delegates to dream big and think ahead in the future, instead of plan what steps need to be taken each year. "In the retail industry, it is important to adapt to new

realities and make sure you're ready for the next 10 years," he commented. "We are entering a golden era of e-commerce and that is why we need to think about how to embrace the change in the industry, because that is what will keep your company fresh." In another thought-provoking speech, Andrea Belardini, CEO Asia, Middle East and Africa, Dufry, addressed the rapid transformation of customer needs. "Today we see some signals that deserve our attention, which have a significant impact on the growth trajectory." The main challenge that needs to be addressed is the rapid drop in spend per passenger. Belardini presented figures, which in the period between 2005 and 2010 showed +6.2% sales growth, while today growth has slowed to +0.6%. "There is no doubt that there are political events and currency fluctuations, which have impacted the performance of spend per passenger levels, so we need to address this," he said. Belardini's presentation had a particular focus on the changing nature of consumer habits. "Today, we see the importance of emerging markets. We have been adapting our



Porter Erisman, former Vice President, Alibaba Group: "We are entering a golden era of e-commerce and that is why we need to think about how to embrace the change in the industry, because that is what will keep your company fresh."

range, promotion strategy, marketing activities, very quickly," he commented. Belardini also discussed the generational shift of consumers, such as the millennials, who today are an important market. "Some people argue that the topic of millennials is exaggerated, and the way they select brands and products to buy is not defined by age, but rather by the country or region." However, millennials are changing perceptions – they shop differently, they are more mindful and connected, and they are likely to influence other consumers. Belardini outlined Dufry's five-point formula – keep on investing, focus on delivering, customer service, embrace the digital opportunities, and evolve. Additionally, he emphasised the importance of the time spent in-store. He provided a case study from Dufry's approach at Melbourne Airport.

"We are focusing more and more on making sure that when passengers are travelling through Melbourne Airport, it is a completely different experience from other airports." Dufry focuses on investing in the store experience with an exciting format, including digital innovations, personalisation, tailoring specific destinations, and enhanced customer experience. "Customer service is another point in our formula – a great shop without the customer service is a lost opportunity," said Belardini. Finally, he pointed out the importance of implementing digital media, in order to better understand the consumer, and he presented Dufry's loyalty app RED, which offers a world of benefits to passengers while travelling. "We need to invest more, we need to be innovative, and we need to adapt," he concluded.



Andrea Belardini, CEO Asia, Middle East and Africa, presented Dufry's five-point formula – keep on investing, focus on delivering, customer service, embrace digital opportunities, and evolve.

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**Japan's government is targeting 60 million foreign visitors a year by 2030. There is good reason to be optimistic about duty free & travel retail revenue growth then, which is currently rising faster than the overall annual tourism growth rate.**

However, there have been concerns over the end of the Chinese 'shopping spree', with over 50% of delegates in Workshop A highlighting over-reliance on Chinese visitors as their biggest concern for the Japanese duty free market. Tadashi Shimura, President of the Japan Association of Travel Agents, began by outlining the promise and the challenges the sector faces in maximising Japan's potential in this context. According to Shimura, Japan's tourism success story is thanks to government, brands and operators working closely together. Airports are increasing connectivity, while government relaxation on visa requirements has given a boost to visitors from neighbouring Asia Pacific nations. There were 90 million Chinese tourists to Japan in 2015 alone. "Some say that spending patterns are changing from travellers buying products, to experiencing something. There is so much more to be explored among Japanese products," said Shimura. Japanese airports are taking responsibility for their roles as gatekeepers of national culture, proudly inviting travellers to share in this heritage while in the airport environment. Isao Takashiro, Chairman and CEO of JATCo, Japan's biggest travel retailer and operator of Tokyo Haneda Airport, was on hand to explain the airport's strategy for engaging the traveller. "We aspire to deliver the ideal airport," said Takashiro, before explaining plans for Haneda. Terminal 2 is slated for conversion from domestic to international flights. "By



Tadashi Shimura, President of the Japan Association of Travel Agents; Dermot Davitt, President, The Moodie Davitt Report; Isao Takashiro, Chairman and CEO of JATCo; Hideki Hayashida, Senior Vice President of NAA; and Nobuo Nabika, President of Shiseido-owned premium skincare brand The Ginza.

# WORKSHOP A: REDISCOVERING JAPAN

the 2020 Tokyo Olympics and Paralympics, the number of international flights will be raised to provide extra access from overseas. By doing so, Haneda will play a greater role in promoting tourism and revitalising local communities. JATCo's strategy for winning over international travellers includes the relaunched Haneda Robotics Lab. It trialled a new robot in its downtown duty free store in Ginza, Tokyo in April to "much success". Haneda will also focus on training staff to provide the ultimate in safety and travel experience, and differentiate with new products. "We

aim to provide uniquely Japanese, high quality products and experiences for world travellers," said Takashiro. One such example is limited edition traditional woodblock prints, featuring the artwork of famous modern-day manga cartoonist Leiji Matsu-moto – a totally unique and exclusive fusion of traditional and modern Japanese culture. Takashiro also provided refreshing frankness when reflecting on more modest than expected sales at downtown duty free locations, such as on the 8th floor of the Ginza Mitsukoshi department store. Japanese

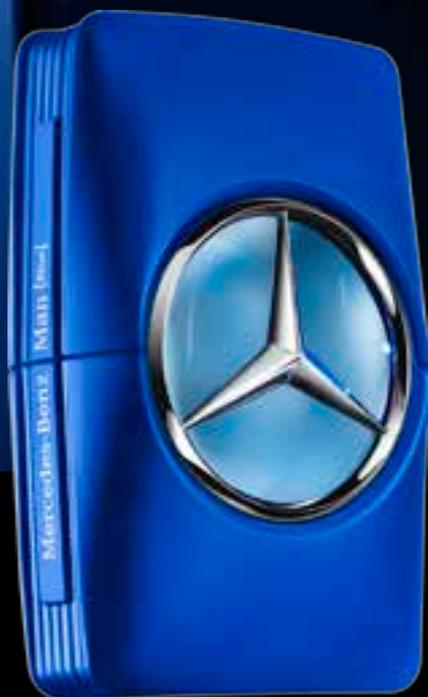
government tax exemptions for foreigners meant some business was lost to alternative tax-free shopping options. "Our advantages have not been communicated to many of the shoppers, so we did not enjoy as much growth. There are a lot of things we can do better." Hideki Hayashida, Senior Vice President of NAA, gave the perspective of Narita International Airport, assuring delegates that "as globalisation continues, and the movements of goods and people around our world explodes, how we tap into Asia growth is the key to our growth as a sector".

The airport boasts 301 food & beverage and retail premises that show off the best of quintessentially Japanese fine dining and products including confectionery, sake and electrical devices – particularly popular with guests from abroad. Narita has even capitalised on Japan's international reputation as a tech leader to wow travellers with an award-winning 'gallery toilet' with LED screens, and plans to "surprise and impress passengers with robots that will streamline tasks such as cleaning". Nobuo Nabika, President of Shiseido-owned premium skincare brand

The Ginza, also underlined the importance of travel retail to its business. Japanese cosmetics enjoy great popularity with travellers. The Ginza has been focused on providing quality experiences and service from highly trained beauty consultants that can offer expert consultation to travellers, including with a high-tech 'Handy Skin Sensor' to analyse skin type and condition at the touch of a button. "Our Beauty Consultants help The Ginza respond to shopper's changing behaviour. The aim is to drive customer loyalty to Shiseido," Nabika concluded.

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*THOMAS SABO, founded in 1984 by Thomas Sabo, is a leading international provider in the jewelry, watches and beauty segment.*

*The lifestyle company operates on all five continents. The list of major cities with shops ranges from Paris, London, New York, Singapore, Seoul, Shanghai, Bangkok, and Hong Kong all the way through to Sydney. Globally, THOMAS SABO also cooperates with approximately 2,600 trade partners, leading airlines, cruise operators and airport destinations such as Heinemann, DFS, Harding, Aer Rianta, Sunrise, Lufthansa, and Singapore Airlines.*



*Glam & Soul – offers irresistibly feminine designs and always provides a splash of elegance and glamour.*

Since restructuring its travel retail business in 2015, THOMAS SABO has been constantly increasing its business operations and is proud to operate with leading airlines, cruise operators and airport destinations worldwide. The brand has been further analysing its growth opportunities within the segment and is looking forward to intensifying its relationship with operators in the Asia Pacific region at TFWA Asia Pacific 2017.

excellent platform for perfectly showcasing popular collections such as Sterling Silver, Charm Club and Watches in a customised manner. Amongst the innovations that the brand will be showing in Singapore, operators can look forward to new product concepts such as Glam & Soul Diamonds, Little Secrets and Power Bracelets, as well as new designs from the popular Karma Beads-inspired watch series.

THOMAS SABO has optimised all product concepts that it is presenting to the travel retail segment to serve customers' needs in the best possible manner. As the items of jewellery are essentially presented in line with the 'ready to wear' principle, they are inspiring and customer-friendly for both travel retail partners at airport destinations and in-flight partners. Self-service units and special modular systems ensure a totally positive and efficient shopping experience and offer travel retail partners an

Jordi Valls, Travel Retail Director of THOMAS SABO: "We have recently seen great progress in our focus markets of China, Hong Kong and South Korea and are thankful to our partners and customers who are spreading the THOMAS SABO philosophy worldwide: Express your own personality with jewellery and watches! Travel retail has become an extremely important business segment and we are very much looking forward to further strengthening our presence across the Asia Pacific region."



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**The travel retail industry is at crucial tipping point. Retaining customer loyalty and repeat custom is key, but has begun to ebb away due to the success of e-commerce, as well as the differing needs of millennials.**

In Workshop B, Nicola Wells, Director Global Marketing & Strategy at multinational operator Aer Rianta International; CC Lee, Chief Operating Officer at China Duty Free Group; and Kian Gould, founder & CEO of technology provider AOE, discussed the challenges and impact on customer loyalty, as well as the changing landscape of travel retail and the variety of ways the channel can appeal to consumers. "In travel retail, there are a number of factors negatively impacting on customer loyalty in our channel," said Wells, speaking passionately about how important airport shoppers are as a whole to the sector. According to Lee, there are areas that are directly affecting the travel retailer's business: "Competition for passengers' dwell time at the airport; smartphones

being used specifically for information, shopping, and payment; social media; increased competition from e-commerce; home deliveries; ease of payment [via apps such as WeChat and Alipay] and the changing demographics of travellers." With all of these challenges in place, especially amidst a boom for travelling in general, issues need to be addressed, explained Lee. "Airports are upgraded or are in the process of upgrading and new airports are being built, which is adding more space for retail and F&B to meet increasing demands." Now is the time to act and address the barriers for shopping in duty free. But, as Wells explained: "Loyalty is difficult to build and increasingly hard to maintain."

**PARTNERSHIP**

"Our strategy to communicate our value proposition needs to be more holistic and multi-level in terms of our approach," said Wells, reminding that "as an industry, we need to collaborate to communicate the benefits of the duty free channel." Wells said that she believes "industry-led

programmes and greater collaboration are needed" and not a "divide and fail to conquer" mind-set. "We should get involved in partnerships beyond travel retail – loyalty schemes that put us at the centre of consumer's everyday lives," Wells added. Gould agreed and noted that the entire industry needs to pull together to make some adaptations to the way it appeals to consumers. After all, he reminded: "When the pie gets smaller, partnership is the key." Working together as an industry involves understanding exactly what is happening within the channel and answering consumer needs by staying attentive to the way they shop, browse and live has adapted. Gould pointed out that impulse purchases are in decline because, while at the airport, people used to look around and yet now they are disengaged and are looking at their phones, browsing products online and buying via their mobiles. "When you're looking at yesterday's passengers and how the travel retail world has been trying to engage with them, previously it has been based on display," said Gould. But

# WORKSHOP B: RE-ENGAGE: DRIVING CUSTOMER LOYALTY

today, we have "4.8 billion mobile devices", which means communication is key. "82% of purchases are now made via mobiles in China," he added.

**PERSONALISATION**

One way of engaging with this is to begin to gather data and grab consumer attention with tailored products and exclusive opportunities. "You only have the customer if you have the customer data," explained Gould. Wells agreed, noting how retailers have begun to identify high value customer segments, and are directing loyalty building tactics towards them. "As a retailer, we need to constantly understand who our customer is and

re-orientate the retail offer to keep it relevant," she said. "Then we use this information to create relevant and motivating retail offers."

**CLOSING THE GAP**

"Put yourself in the position of the customer," said Gould. "How do you convince them to actually buy something on their journey? Every time someone gets to an airport they are confronted by these split-second decisions – should I buy something here or not?" This, he explained is the crux of the matter – e-commerce is offering convenience and exclusivity of products where travel retail used to meet those needs. What the

travel retail sector needs to do is link the digital ease of use to the travel retail experience. The customer can then have the best of both worlds. "We need to bridge the gap between the physical world and the digital world, where someone might be attracted to a product in the physical world but we are not able to get that at the time, so then you switch between the physical to the digital," said Gould. With the millennial mind-set driving purchases, this factor concerning consumer loyalty is imperative. "It is becoming ever more important to drive that digital opportunity," Gould concluded.

WORKSHOP B  
MODERATOR KAPILA GOHEL, EDITOR, DUTY-FREE NEWS INTERNATIONAL; NICOLA WELLS, DIRECTOR GLOBAL MARKETING & STRATEGY, AER RIANITA INTERNATIONAL; CC LEE, CHIEF OPERATING OFFICER, CHINA DUTY FREE GROUP; AND KIAN GOULD, FOUNDER & CEO OF AOE.





FURLA

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**The 'Re-assessing our industry: challenges today and tomorrow' workshop updated delegates in two areas: firstly, the regulatory and other challenges that the regional and global industry must address if it is to thrive; and secondly, the latest data and insights on traffic trends and consumer behaviour, and the likely impact on the industry.**

# WORKSHOP C: RE-ASSESSING OUR INDUSTRY: CHALLENGES TODAY AND TOMORROW

While talking about the challenges the travel retail industry is currently facing, Sarah Branquinho, President, European Travel Retail Confederation, explained that she is "optimistic about the future of travel retail". However, delegates heard how increasing regulation, disruptive digital technologies, and changing consumer habits are having an impact on travel retail. Ignoring those threats, the panelists said, is simply not an option. Discussing regulation, such as food labels and warnings on tobacco and alcohol products, Branquinho said that cosmetics is the next category under threat. The problem with labelling, said Branquinho, is

largely practical: there is simply not enough room on the product to provide all the necessary information in all the necessary languages. "It's far more complicated than legislators think," she commented. "It's restricting brands' access to the channel." Branquinho said the industry must engage with legislators and embrace digital technology to find a workable solution, such as off-product labelling. "Why are we still printing labels and sticking them on products?" she asked. "There is an urgent need to find an alternative." Another major threat is the increasing trend by airlines to charge passengers for carry-on baggage. Branquinho cited

the example of United Airlines, which has started charging passengers to use overhead luggage compartments. In a bid to increase profits other carriers are eyeing similar moves. "So where is the duty free shopping going?" Branquinho asked. "The key is to make sure our industry remains the 'sixth continent' – because there really isn't another market like it," she concluded. Sticking with this idea of a 'sixth continent' to describe the international travel retail space was Dr Jennifer Cords, Imperial Brands Head of Corporate Affairs and Compliance (Global Travel Retail) and APTRA Board Member. She encouraged the industry to come together to form a more formidable lobbying

group. "Lobbying – nobody feels comfortable using that word," said Cords. "But it has nothing to do with dodgy envelopes – it's not like House of Cards – it's about political participation." Cords also identified an issue with the perception of the travel retail industry, which she says is misunderstood by many people, including politicians, who often treat it in the same way as domestic retail markets. "We should never get tired of explaining what makes travel retail unique," she added. Next to the floor was Olivier Jager, co-founder and CEO of ForwardKeys, which analyses data to identify travel trends. He warned that political events, such as the election of Donald Trump

and the Chinese changing their travel advice for South Korea were having an impact on where people are travelling. The good news, he said, was that "Europe is fashionable again" and that Brazilian and Russian travellers are back booking holidays. The workshop concluded with a fascinating joint presentation by Portland Design's Terna Jibo, Head of Strategic Insights, and Lewis Allen, Director of Environments. They showed highlights from a new TFWA Research report, produced by Portland, on retail and consumer trends around the world, in what Portland describe as "retail's fourth industrial revolution". Conducted in conjunction with TFWA, the report

looks at new technologies, which, according to Jibo, will be "profoundly disruptive". Tomorrow has already arrived, Allen added, and the travel retail industry needs to stay ahead of the curve. "Today's changes in retail are not cyclical, they are structural," he said. Digital-enabled travellers are not just changing how brands engage with their audience, but will also change airport layouts, Allen predicted. "It's no longer good enough to just be selling stuff," he said. "Consumers want brands to talk to them, they want things to be easier and more convenient, they want to learn about stuff, they want to tell stories about brands, they want to be entertained, they want exclusivity – they want brands to help them understand the end use of the product." Retail spaces must be transformed accordingly, he said, and adapt to shifts in consumer behaviour. It will become increasingly important not only to think about sales per square metre, but also engagement and other less quantifiable metrics. Delegates participated in an interactive poll on what they perceive to be the most imminent threats to the industry over the next 12 to 18 months. 40% said they were most concerned about restrictions to carry-on baggage, 22% about restrictions on tobacco sales, 20% about product labelling, and 18% about restrictions on alcohol sales.



Sarah Branquinho, President, European Travel Retail Confederation; Charlotte Turner, Managing Editor, Travel Retail Business; Dr Jennifer Cords, Imperial Brands Head of Corporate Affairs and Compliance (Global Travel Retail) and APTRA Board Member; Olivier Jager, co-founder and CEO of ForwardKeys; Terna Jibo, Head of Strategic Insights, Portland Design; and Lewis Allen, Director of Environments, Portland Design.



CheongKwanJang is the world's No.1 Ginseng brand\* loved by 40 countries around the globe, including China, Japan, US and Hong Kong. Pictured is the CheongKwanJang store at HDC Shilla Duty Free Shop.



'CheongKwanJang Korean Red Ginseng Extract Evertime' is a stick type product that means you can enjoy Korean Red Ginseng anytime anywhere.

# CHEONGKWANJANG: WORLD'S NO.1 RED GINSENG POWER



Competition in the global travel retail industry has never been fiercer, so a new and novel item is needed. If you are looking for a brand with new revenue competitiveness in the travel retail industry, take a closer look at CheongKwanJang – the world's No.1 Ginseng brand\* which leads the global supplement market.

**Recently, the supplement market has emerged as a new engine of growth for the travel retail industry. Currently, it is an untapped market, not being positioned as a certain category within travel retail. However, the supplement category is certainly one of the markets that are growing globally.**

The supplement market accounted for US\$94 billion in 2016 and has been on a high upward trend, recording over 6% growth annually. As the world moves into an era of healthy lifestyles, prioritising healthy quality of life going beyond simple life extension, it is expected that the global supplement market will continuously grow. That is why, during TFWA Asia Pacific Exhibition & Conference, CheongKwanJang, a Korean Red Ginseng brand of KGC is presenting its new strategic products. The growth rate of CheongKwanJang in global travel retail is overwhelming. Along with recognition as a 'Brand trusted and chosen by Chinese

tourists' within Korean travel retail, which is the number one market in the world by size, CheongKwanJang has shown a compound annual growth rate (CAGR) of 20% for the last seven years. As a single item, it takes a 2.5% share of the Korean travel retail market, strongly leading the travel retail market among supplement brands. In 2016, CheongKwanJang was the brand with the second-highest revenue at Incheon International Airport's duty free shops, while monthly sales were US\$6.42 million, proving its competitiveness within travel retail. The main CheongKwanJang customers in Korean travel retail are Chinese tourists, in addition to tourists from Japan, Southeast Asia and the US, verifying its growth potential across the global market.

#### CHEONGKWANJANG'S TFWA DEBUT

KGC has prepared for pre-emptively tapping into the global travel retail industry by initiating efforts with CheongKwanJang to create the supplement category within travel retail. There is currently no

supplement category in travel retail, whereas the growth rate of the supplement market is on the rise around the world. "Through the debut of CheongKwanJang at TFWA Asia Pacific Exhibition & Conference, KGC would like to spur the efforts of doing business in the global travel retail industry, such as initiating creation of the supplement category," says Soon-hyung Lee, KGC Global Senior Executive Director. "Also, we would like to not only strengthen the existing global business in the Asia Pacific region based on Chinese tourists, but also find new demands like checking the possibility of tapping into the undiscovered market in other Asia and Middle East regions. Our efforts will lay the ground for dominating the supplement category."

#### VISIT US AT: BASEMENT 2, STAND D2.

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## CHEONGKWANJANG'S NEW PRODUCT

CheongKwanJang Korean Red Ginseng Plus series will be launched at TFWA Asia Pacific Exhibition & Conference. The six products in the series have the concept of 'Family Care' and consider the needs of health management, while widening the age group of consumers that visit duty free shops around the globe. The base of Korean Red Ginseng, with its approved efficacy of improving immunity and anti-oxidation, is mixed with functional ingredients that have been spotlighted in the global supplement market.



CheongKwanJang Korean Red Ginseng Plus series is a new product line that is launched with six kinds of products that fit into each age group with the concept of 'Family Care'.

\*Source: Euromonitor International Limited, Vitamins and Dietary Supplement category; % retail value share, 2007-2016 data. CH2017 edition

# NEW DISCOVERIES IN ASIA PACIFIC

As the exhibition opens this morning, fresh and exciting new brands are ready to showcase their products and establish their presence in the Asia Pacific region. Here, we highlight a selection of the 76 companies either making their debut in Singapore, or returning after an absence.



OI



O2

## ZAMORA INTERNATIONAL O1

BASEMENT 2 N11

### WHO ARE YOU?

Zamora International is a subsidiary of Diego Zamora Group, a family-owned Spanish company based in Cartagena. Since 1946 the company has proudly produced, sold and, indeed, created premium liqueurs, spirits and Spanish wines. Today, we are a first-class operator and long-term brand builder with a highly professional, motivated and market-orientated team and exist to exceed our clients, partners and consumer expectations. Nowadays our brands are sold in over 65 markets across the globe.

### WHO BUYS YOUR PRODUCTS?

Our core brand Licor 43 is targeted to men and women, aged 25-39, financially comfortable but at the same time demanding a brand to justify its price point, searching for differentiated products, those with something special worth the asking price, good quality and with provenance. This group of consumers are sociable, often the leader in bringing family and friends together, in selecting where and what to eat and drink, curious, searching for exciting new products, places and experiences, and wanting to enjoy a life filled with golden moments and memories.

### WHY EXHIBIT NOW?

During the last two years we have experienced incredible growth in the duty free channel, and Asia Pacific is the next region in which to invest and build on our successes in Europe and the Americas. With Licor 43 alone, the brand has grown 44% in the last year in GTR, and we have become the number one Spanish liquor in duty free Spain and duty free Germany. With the clear conviction of the potential and long-term investment in our brands, we believe that Asia Pacific holds the key to the next level of growth potential of our business.

### WHAT ARE YOUR OBJECTIVES?

Having a stand is a great opportunity to meet the key retailers and distributors in the region, as well as meet with our current partners, and importantly showcase our brands to a new audience. Equally exciting is our latest innovation Licor 43 Orochata. Unlike traditional cream liqueurs, it is vegetable-based and contains no cream, bringing a unique and fresh twist to the category. Launched six months ago in Europe, it has been a great success so far and we think there will be plenty of interest at the show.

### WHAT IS YOUR UNIQUE SELLING POINT (USP)?

Taste is the secret weapon of Licor 43. The diversity of ingredients delivers wonderfully layered flavours of vanilla, Mediterranean citrus and spice. The most basic and respected way of consuming Licor 43 is on its own or with ice. Its exceptional qualities make drinking it this way particularly pleasurable. Nevertheless, its flavours are so harmonious that it simply invites other drinks to be mixed with it and is unmatched in its versatility.

## MORELLATO GROUP O2

LEVEL 1 T15

### WHO ARE YOU?

Morellato Group is Europe's largest jewellery and watch group, and is a world leader in top-of-the-range watch straps. Its manufacturing heritage and skill in choosing and using high quality materials are features that have defined the group's growth process. Today, the Morellato Group dominates the market thanks to its constant growth, strong expansion and brand development. This has led to diversification of its portfolio of brands over the years, resulting in it becoming one of the most important players on a national and international level. Morellato Group's own brands include Morellato, Sector No Limits, Philip Watch, and Lucien Rochat, while worldwide licensed brands include Furla, Maserati and Trussardi.

### WHO BUYS YOUR PRODUCTS?

Our jewels and watches collections are targeted to those consumers who appreciate Italian design and style, preciousness, elegance, and craftsmanship, with excellent value.

### WHY EXHIBIT NOW?

Morellato is an international group, and the travel retail business is more and more important for the international development of the group. Our key brands are currently listed onboard the most important Asia Pacific based airlines, and TFWA Asia Pacific Exhibition & Conference is the perfect scenery to improve the business opportunities in this field.

### WHAT ARE YOUR OBJECTIVES?

We'll showcase the highlights and the new collections of jewellery and watches for all our brands in order to consolidate the position of both proprietary brands like Morellato, Sector No Limits, Philip Watch, and Lucien Rochat, and licensed ones like Maserati, Furla and Trussardi in the Asia market, with a particular focus on both inflight and duty free shops.

### WHAT IS YOUR USP?

Morellato, 'jewellery for living', presents the new Tesori jewels and watches collections where a contemporary taste is mixed with classic style. Maserati watches, a very successful product in the travel retail business, will show models that remind of the Trident's

sporting elegance, perfect for the expression of Italian excellence. The new Furla Club collection interprets the style of the brand, with a focus on the interchangeability element: the watches come with an additional bezel, which can easily be replaced. For Sector No Limits, we'll present new models expressing the brand's DNA: unbreakable sports watches where technological excellence is combined with Italian design. The new Trussardi timepieces for Him and Her, with an essential yet glamorous design, are enhanced by details that recall the leather accessories for which the Greyhound brand is renowned. Philip Watch, the oldest brand of Swiss made watches in Italy, presents the new collections Truman Gent and Marilyn Lady: timepieces with a timeless, sophisticated elegance. Lucien Rochat shows as its highlight the new Lunel Lady&Gent collection with the Swiss Made Moon Phases movement.



03



04



05

## DIDOFÀ 03

BASEMENT 2 G6

### WHO ARE YOU?

Didofà is a young company with old experience in jewellery, fashion bags, watches and bijoux accessories. Didofà was born thanks to the intuition of a young entrepreneur who was researching a new and unique product. During a flat economic era, where markets were overcrowded with repeatable and standard products, the original idea of 3D watches has experienced unpredictable success. The idea was to combine yesterday's handcraft knowledge and today's design and styles. This was the winning combination able to create unique and original wristwatches. According to Didofà's vision "time never stops" but "past stories will always be present in our lives since they contributed to build what we are now and what we are to become".

### WHO BUYS YOUR PRODUCTS?

People that buy our products are people who love romantic and fashion items, and are very fashion-conscious. Our target audience is women from 25 to 50-years-old.

### WHY EXHIBIT NOW?

Because it's important to promote our brand all around the world. At the moment Didofà company has almost 2,000 supplier clients in our country, Italy. Now we need to internationalise the brand, and we are sure we will have success with our watches, bijoux accessories and bags.

### WHAT ARE YOUR OBJECTIVES?

Our objective is to create close contact with duty free stores, or with some distributors or chain stores.

### WHAT IS YOUR USP?

An energetic and enthusiastic team of designers constantly creates new patterns and themes, which are always contemporary and appealing. Clear definition, quality materials and attention to detail are part of the distinctive identity of all Didofà collections.

## EST 1923 04

LEVEL 1 P12

### WHO ARE YOU?

Humanity's dance with nature starts with scents. Incenses have been burned, fragrances have been encased for ages only to satisfy the most important sensation of human beings. That's why scents have always been a part of humanity's development. Just like Eyüp Sabri Tuncer has been an indispensable part of the lives of the people of Turkey, since the very foundation of the Republic. Set out to be a world-class brand, EST 1923 is powered by Eyüp Sabri Tuncer's reliability and experience acquired since 1923. With its constantly updated advanced technology, EST 1923 offers healthy products with natural ingredients and stands out with its quality of production and packaging.

### WHO BUYS YOUR PRODUCTS?

People who care about nature and themselves, and at the same time are environmentally sensitive and respectful towards nature. Therefore, all our personal care is vegan-certified.

### WHY EXHIBIT NOW?

Awareness of natural products is rising day-by-day. Professional buyers also care about this issue and our research shows that it is the right time for us to introduce our products.

### WHAT ARE YOUR OBJECTIVES?

We are at TFWA Asia Pacific Exhibition & Conference to increase awareness of our products. Here we will meet the world's most important duty free operators and present our brand, and tell them about our future plans.

### WHAT IS YOUR USP?

With its constantly updated advanced technology, EST 1923 offers healthy products with natural ingredients and stands out with its quality of production and packaging. Our products are sold in duty free shops, derma cosmetics markets, drug stores, and special cosmetics markets.

## VANTAGE AUSTRALIA 05

LEVEL 1 N30

### WHO ARE YOU?

1770 The Spirit of a Nation Pty Ltd is a privately-owned wholly Australian Company, which owns the brand and trademarks of Vantage Australia and The Spirit of a Nation. The company headquarters are in Melbourne, but we operate nationally.

### WHO BUYS YOUR PRODUCTS?

Vantage Australia cuts across the gender divide and appeals to both men and women of drinking age who enjoy white spirits. Its ability to be enjoyed neat over ice appeals to men, while its versatility as an easy mixer or as a cocktail base really appeals to women.

### WHY EXHIBIT NOW?

Vantage was launched in November 2015 and has rapidly established itself in both the Australian travel retail/tax free market, as well as the domestic liquor market. Australia has always been known for its fine wines and beer, however it has never had a spirit it can call its own. Millions of people visit Australia each year, however, the reality is that there are many more millions who wish to visit Australia at some point in the future or may only ever get to dream of it. So, we want to take a premium Australian experience to them with Vantage and share it with the world. After all, gin, vodka

and rum already belong to other countries as their national spirit.

### WHAT ARE YOUR OBJECTIVES?

To showcase Vantage to the travel retail sector in the Asia Pacific region, as well as to other trade visitors from the region and beyond. There is a genuine uniqueness to this Australian spirit, aside from its premium packaging, when tasted people usually go "Wow" that's different! It's this point of difference and uniqueness that we wish to highlight to the TFWA community to demonstrate that Vantage can earn its place on the shelves of Asia Pacific.

### WHAT IS YOUR USP?

While England has gin, Spain has Sangria, Mexico has tequila, and Russia has vodka, Australia is yet to put its own signature spirit on the map until now. Reflective of the Aussie outback, Vantage draws its inspiration from native flora. The complex, yet delicate, flavours come from only using natural bushfoods to create a blend that blurs lines between sweet and dry. Vantage Australia has the ability to cut across traditional spirit genres, making it the perfect base for most mixers while also giving life to old classics with an Australian twist.



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## TFWA ASIA PACIFIC BAR

**Tuesday 9 May to Wednesday 10 May**

18:00-19:30

Level 4, Marina Bay Sands Expo & Convention Centre

The TFWA Asia Pacific Bar, at the heart of the Marina Bay Sands, is established as the ideal spot for early-evening drinks. Its superb terrace is an inviting place to unwind and take in the views of Marina Bay. All drinks courtesy of exhibiting companies.

# CHILL-OUT PARTY

**Tonight, 19:30**  
Mandarin Oriental Hotel

The Chill-Out Party is the perfect way to unwind after a busy opening two days of business. Taking place on the stunning Mandarin Oriental rooftop, with its 25m pool, the entertainment will feature a magical theme, while drinks and massages will likewise be conjured up.

**Entrance by invitation only (part of full delegate status)**  
**Dress code: Casual**  
**Shuttle service available from all major hotels**

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# Singapore THE BIG THRILL

*Swing Party*

**Wednesday 10 May, 20:00**  
Universal Studios, Sentosa Island

The 2017 Singapore Swing Party returns to Universal Studios by popular demand. A high-energy dose of thrills and spills is guaranteed, with four rides available for the exclusive use of guests. Live music, entertainment and a delicious array of dining options will ensure it is a night not to be missed.

**Entrance by invitation only (part of full delegate status)**  
**Dress code: Casual (comfortable shoes advised)**  
**Shuttle service available from all major hotels**

# C H A N T E C A I L L E



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# TFWA ASIA PACIFIC BAR

The popular TFWA Asia Pacific Bar opened yesterday evening, and was the perfect place to unwind after the day's busy conference & workshops agenda. The TFWA Asia Pacific Bar is firmly established as the ideal onsite networking venue. Located on Level 4 of the Marina Bay Sands Expo & Convention Centre, it is open today and tomorrow between 18:00 and 19:30. The superb outdoor terrace boasts a spectacular view overlooking Marina Bay – truly a sight not to be missed. Drinks served at the TFWA Asia Pacific Bar are courtesy of exhibiting companies.



Geraldine Cox, founder, Sunrise Cambodia, and Gerry Munday, Global Travel Retail Director, Furla, update yesterday's WiTR meeting.



## A WORTHY CAUSE

The Women in Travel Retail (WiTR) meeting yesterday featured a special address by Geraldine Cox, founder of Sunrise Cambodia, whose work with vulnerable children it has been supporting. Cox founded Sunrise

Cambodia in 1993. Since then she has poured her heart and soul into providing safety, education and a loving home to hundreds of children across Cambodia who have been rescued from physical and sexual abuse, begging rings, trafficking and

illegal adoption rackets. "Sunrise is a haven for them," says Cox, "There's a wonderful feeling of family, even those that grow up and leave still keep in touch." Since Sunrise Cambodia's centres also provide education to children in the community, its total reach is in the thousands. It is urgently in need of funds to continue the work. Gerry Munday visited Sunrise Siem Reap in

November 2016 – a truly moving experience. "The energy and warmth from those children was so heart-breaking. It's unbelievable how happy and positive they are when you know what they have been through," says Munday. WiTR has raised over €100,000 for worthy causes since 2006. Now with over 500 members, its plans for expansion include a website, which will help the group continue its charity work.

## RAISING A GLASS TO THE SUBCONTINENT

Flemingo hosted an event at the Boat House last night to celebrate its success in India and Sri Lanka. The operator recently secured an additional 13,000 sq ft of space at Mumbai Airport, and has also added 5,000 sq ft

at Colombo Airport. Paul Topping, Director, used the event to court potential new partners for Flemingo's exciting new chapter. "We are in the right place at the right time," he said. "Come and join us."

Vivek Bhat, Director, Flemingo; PK Thimmayya, CEO – Sri Lanka, Flemingo; Atul Ahuja, Group Chief Executive Officer, Flemingo; Manishi Sanwal, Managing Director, Mumbai Duty Free; and Paul Topping, Director, Flemingo.





# SUPPLEMENT

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[drinkaware.co.uk](http://drinkaware.co.uk)  
for the facts



We are expecting to see, throughout 2017, the continued growth of the premium and super premium spirits categories, says Crystal Head Vodka.

High quality ingredients and craft credentials, as well as blending traditional distilling methods with modern packaging, continue as the biggest trends in the global travel retail sector. Jessica Mason looks into the influences, challenges and opportunities when selling drinks in the Eastern marketplace.

# CRAFT MADE CONTEMPORARY

## Super premium drinks products are in demand and not just in terms of the liquid, but also the packaging, positioning and reputation of brands.

This is, without a doubt, currently the biggest and most distinctive of drinks trends across the world. "The consumer becomes more demanding, evaluating not only the taste characteristics of a product, but also the design, considering the concept and positioning as a whole," says Sergey Dobrovolskiy, CSO Nemiroff (Basement 2 N9). He explains that "in response to current trends and requests" Nemiroff has updated its premium line, "now serving the familiar and beloved taste in a more stylish, concise design with

a premium emphasis." Why? Because the end consumer always wants something that looks as good as it tastes. We are expecting to see, throughout 2017, the "continued growth of the premium and super premium spirits categories," comments Brian Meret, Vice President Caribbean, Latin America & Global Travel Retail, Crystal Head Vodka (Basement 2 D28). Danzka (Basement 2 B34) Brand Manager Gabriele Knigge agrees that "there is an increasing demand for high-quality premium and superior premium products based on high-quality ingredients." We are seeing this trend reflected on shelves, in aisles and within the domestic markets too. Everyone is 'buying better.' This year we shall see the likes of Corratejo Extra Añejo 1821 – a 100% blue agave tequila

produced from double distillation in copper pot stills and aged for 36 months in oak barrels with a capacity of no more than 200 litres from Fraternity Spirits (Basement 2 B02). Nemiroff is already ahead on the trend presented in its premium line last year – the classic Premium De Luxe vodka and Premium Cranberry. "Premium De Luxe is a harmony of perfect taste and elegant design, while Premium Cranberry, without exaggeration, is the best cranberry vodka produced in Ukraine. Both are a win-win choice for a professional bar and home collection," says Dobrovolskiy. He is confident of its premium positioning, noting that "professional mixologists have already fallen for this vodka, appreciating its highest quality and taste in

cocktails of different strength." From The Three Stills Company (Level 1 P25) we shall see the blended Scotch whisky Clan Fraser, a demerara rum from Guyana named Skipper Rum, and the super luxury Cognac Et No 1 which retails for US\$8,500 a bottle. It is fair to say that examples of unique flavour and high quality are the order of the day. "Ultra-premium tequilas and premium rums are becoming much more popular due to travellers wanting the best quality spirits possible," explains Raffaele Berardi, CEO Fraternity Spirits, highlighting that the company is seeing a big demand for rum and "it is catching up with the more traditional spirits such as vodka and whisky." Berardi points out that he has "also seen an increase of interest and consumption

of Tequila Blanco (Silver) and the relevance that has for the mixology world." This change, he observes, is driven by consumer desire: "Spirits brands are becoming more focused on ensuring their products offer luxury design and packaging. Travellers want to see packaging that is eye-catching, unique and exclusive; these are the essential components for success." Hedonism and indulgence sells. Berardi has had a front row seat to these changes in the sector. For instance, he explains: "Over the last few years we have also seen an increase in the popularity of chocolate liqueur in both cocktails and as an after-dinner drink, which was the main reason behind the release of our brand Licor de Horas Chocolate. The combination of alcohol and chocolate is highly indulgent,



From Danzka's stable comes its brand new, totally pure vodka created on the original traditions of vodka distilling, Danzka The Spirit, developed by Rüdiger Behn, a passionate fourth generation distiller, together with Timothy Jacob Jensen, Chief Designer of Jacob Jensen Design.

FRATERNITY SPIRITS IS PRESENTING CORRALEJO EXTRA AÑEJO 1821 – A 100% BLUE AGAVE TEQUILA PRODUCED FROM DOUBLE DISTILLATION IN COPPER POT STILLS AND AGED FOR 36 MONTHS IN OAK BARRELS WITH A CAPACITY OF NO MORE THAN 200 LITRES.



and something that consumers love. In addition, the gold bar shaped bottle succeeds in providing something unique and that cannot be found on the high street – a highly important factor when it comes to purchase behaviour in travel retail. Making sure that the high quality item doesn't become commonplace is a must for premium brands.

**TREND: PROVENANCE**

"Increasingly the focus is on experience and storytelling," says Igor Boyadjian, Managing Director, Edrington GTR (Basement 2 H36). Boyadjian remembers how "the opening of the first-ever The Macallan Boutique in Taiwan epitomised this approach", reiterating how

there is nothing like the impact of bringing "to life the story behind our products." Also telling stories, there's H. Mounier's Legend 1863, which uses the retelling of "the love story of an English gentleman, Anthony Hardy, who showed his passion for Cognac and its region to become a French citizen," says Gontran Bosteaux, Marketing Spokesperson, H. Mounier (Basement 2 J1). According to the tale, "Legend 1863 was developed to pay homage to this entrepreneur whose strength was very much like the French Rooster, symbol of his adopted country" and, as such, "Legend 1863, which has an innovative design, is the affordable luxury result of Francis Hardy's admiration

THE THREE STILLS COMPANY IS OFFICIALLY LAUNCHING ITS NEW BLENDED MALT SCOTCH WHISKY, LOWER EAST SIDE, AT TFWA ASIA PACIFIC EXHIBITION & CONFERENCE.



for the Borderies cru, which led him to create a 'Napoleon' quality beverage, blending it with other fine ingredients at the end of the Second World War." To some degree, it never matters how close to the truth the story is, what is important is that it evokes meaning, a sense of importance to the consumer and also gives the drink a sense of place. According to Artur Ghazaryan, General Director, LLC, Prevelon Rus (Basement 2 K35): "People will drink more quality products" and "this trend for high quality premium products will keep growing."

**TREND: CRAFT**

Craft will continue to prosper, in the form of "fruity liquors such as cherry, orange, honey or caramel," as well as "hand-crafted, artisanal design style" across "labels and bottle shapes" the "new premium-ness is more natural, healthy" and uses "pure raw materials," says Amanda Dolotowicz, Business Development Manager, Constellation Brands (Basement 2 E37). According to Berardi, this has stemmed from mixology and the way the "world of cocktails is evolving towards the greatest possible distinction in terms



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INCREASINGLY, THE FOCUS IS ON EXPERIENCE AND STORYTELLING, SAYS EDRINGTON.



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ACCORDING TO ARTUR GHAZARYAN, GENERAL DIRECTOR, LLC, PREVELON RUS: "PEOPLE WILL DRINK MORE QUALITY PRODUCTS" AND "THIS TREND FOR HIGH QUALITY PREMIUM PRODUCTS WILL KEEP GROWING."



of flavour and processing techniques." It is his assertion that "beyond the trend of artisanal production, and new pairing experiences, consumers also spend more and more on premium brands, which has clearly affected the importation of liquor of this type." Using rum as an example, he points out how "the rum category is growing fast" due to "the continuous innovation in flavours and natural ingredients." William Ploquin-Maurell, International Brand Manager – Corporate Communication, La Martiniquaise (Basement 2 L2) agrees that this is happening for rum, but also that this is a direct result of people becoming more conscientious and informed about ingredients and processes. "In the rum category what is popular at the moment is educating consumers on what they are drinking. Consumers are eager for more information on the raw material,

the elaboration process," says Ploquin-Maurell. As such, the company continues to organise and participate in "tasting, masterclasses and International Rum Fests." From Danzka's stable comes its brand new, totally pure vodka created on the original traditions of vodka distilling, Danzka The Spirit, developed by Rüdiger Behn, a passionate fourth generation distiller, together with Timothy Jacob Jensen, Chief Designer of Jacob Jensen Design. What it represents to the consumer and the trade is the fact that "purity" and "natural filtering are all keen buzzwords" for positioning premium spirits hinting at their craftsmanship. Zamora International (Basement 2 N11) is showcasing "Orochata – the first innovation of Licor 43, which will be an exciting development for the brand," says Antony Kime, Director Global Duty Free, Zamora International. Noting its ingredients, while

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# PERFECT MOMENTS ARE TAILOR-MADE

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cannily positioning itself, the drink is described as having “the base spirit of Licor 43 Original, as well as being a non-dairy cream liqueur that is also gluten free.” This, appealing to those looking for alternatives to common ingredients, is a common goal for craft products. Whereas its disruptor brand Thunder Bitch, Kime explains, is a new acquisition for the company and is a blended Canadian whisky balanced with cinnamon and chilli spices.

Crystal Head’s Meret points out that he “will also be showcasing for the first time in Singapore, Aurora, which is the brand’s new wheat-based vodka,” illustrating how references to ingredients attract consumers looking for more transparency within drinks products.

Also from H. Mounier comes Source Vodka – a 100% French vodka that has been distilled five times and features “a stunning design and an exceptional purity,” says Bosteaux. “It is so named for its spring water from Gensac-La-Pallue, in the heart of Spirit Valley in the Charente area,” he adds, stating that “Source Vodka is the meeting of pure water, wheat and a touch of distilled wine, and more than 500 years of history.” Anyone looking for craft spirits or premium credential step right up. Similarly flagging up its hallmarks of craft, Tito’s International (Basement 2 D37) is building on the success of Tito’s Handmade Vodka. “Tito’s Handmade Vodka is gaining an increasingly strong foothold in the region and quickly building a loyal fan-base outside of the US, generating a great opportunity for operators to capitalise on the American craft spirits trend,” explains John McDonnell, Managing Director, Tito’s International.

#### **TREND: UNIQUENESS OF FLAVOUR**

In addition, hitting another trend squarely, the Fraternity Spirits offering: “Ron Prohibido 12 and 15 (Gran Reserva)” showcases “deliciously exotic rums with an extraordinary history,” and reminds that “the release of El Ron Prohibido (the

THERE IS  
A CONTINUOUS  
INNOVATION IN  
FLAVOURS AND  
NATURAL  
INGREDIENTS,  
SAYS LA  
MARTINIQUEAISE.

Forbidden Rum) marks the return of the Mexican rum with a unique and flavourful history. The unique aging process has transformed it into an exquisite spirit of its own. With its complex aromas and unique, mellow, sweet taste, it truly is out of the ordinary. It is an evolution of rum and a revolution of premium spirits,” says Berardi, describing how people want to drink things that are rare or forbidden or alluring in their distinctiveness. Nemiroff also hits another trend in presenting what it calls its “new solution to the Asian market” in the form of Nemiroff Exotic. This is, essentially, “a collection of eight unique flavours: Citron, Orange, Green Apple, Pear, Peach, Pineapple, Mango and Coconut,” says Dobrovolskiy, who outlines how, last year, the company “researched the taste preferences of consumers from Eastern Europe and Middle East [in an effort to] define the most popular and juicy flavours” confidently stating that it is now “ready to present the best of the best at the exhibition.”

#### **TREND: JUXTAPOSING TRADITIONAL AND MODERN**

The emphasis in the trade to stay relevant to all people and markets is an enormous ask for any brand owner or retailer. As such, brands that exude a sense of classic quality amidst the excitement of innovation and contemporary stylings manage to

appease most travellers' desires. "Further emphasising its super-premium positioning, Danzka The Spirit is presented in a matte black, sleek, modern evolution of its classic aluminium bottle, created by renowned Danish designer Jacob Jensen Design," says Knigge, reminding that the liquid can be made in a traditional way, but its presentation can exude modernity.

For Prevelon Rus, which introduces its new vodka Kremlin Award Classic, the name as well as the references to its "heritage recipe" reflects what it calls "the best of the centuries-old experience of Ancient Russian vodka makers and the modern Russia traditions." We might think these are at odds with one another, but the name of the selling game here is 'juxtaposition sells'.

In 2017, showing off its heritage, Porto Cruz celebrates 130 years of expertise and "will reveal a very limited luxurious carafe to pay tribute to the 130th anniversary of Porto Cruz's expertise in crafting Ports," says Ploquin-Maurell, adding that the company will also be releasing "two premium references: St James XO and Saint James Vintage 2001, in a very modern and qualitative gift box, which is described as "very modern and elegant" and "highlighting the angular design of the bottle."

For William Grant & Sons (Basement 2 N19), the main highlight will be the newly refreshed packaging for the Glenfiddich

Cask Collection, which remains exclusive to global travel retail. The series, which is based on the Solera vat process pioneered by Glenfiddich in 1998, has been reworked to provide clearer shelf stand out, improved consumer appeal and help better signpost Glenfiddich. The brand was first shown to key buyers at TFWA World Exhibition & Conference in Cannes last October, with its first roll out planned from April, and showcases a "stronger, bolder, more contemporary look" which, according to the company has been "extremely well received."

Also from William Grant & Son's, "Drambuie Scotch Liqueur was given a makeover at the end of 2016 with new packaging inspired by the brand's 270-year history starting to show up on shelves in the region during the first half of 2017. "The new bottle styling is a modern interpretation of classic design," says Ifan Jenkins, Head of Marketing GTR, William Grant & Sons.

The Indian subcontinent and Indian travellers worldwide are also a main focus for 2017. According to Jenkins, William Grant & Sons "see huge possibilities from this region; while India's breakneck growth rate has slowed, it remains the world's fastest-growing big economy with a huge appetite for whisky."

"The market opportunity is two-fold. India is a large and growing market for travel and tourism; total contribution by travel and tourism sector to India's GDP is expected to increase from US\$136.3 billion in 2015 to US\$275.2 billion in 2025," says Jenkins, reminding that "the government has also been making serious efforts to boost investments in the tourism sector and this has included significant improvement and upgrading of airports, including the travel retail offer at airports like Mumbai and Delhi."

TITO'S HANDMADE VODKA IS GAINING AN INCREASINGLY STRONG Foothold in the region and quickly building a loyal fan base outside the US, generating a great opportunity for operators to capitalise on the American craft spirits trend.



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FOR WILLIAM GRANT & SONS, THE MAIN HIGHLIGHT WILL BE THE NEWLY REFRESHED PACKAGING FOR THE GLENFIDDICH CASK COLLECTION, WHICH REMAINS EXCLUSIVE TO GLOBAL TRAVEL RETAIL.

Jenkins also describes how "departures by Indian nationals have been growing strongly, reflecting the positive performance of the Indian economy and consequent growth in incomes and ability to afford overseas travel. This in turn presents significant opportunities," he says "as travellers seek to use the travel retail opportunity to upgrade, with whiskies a top purchase priority." For William Grant & Sons this means the company is "seeing ongoing increases in sales of malts and premium whiskies at Indian

airports, with passengers keen to purchase exclusives and limited editions."

#### WHISKY CATEGORY GROWTH

In the Asia Pacific region, we continue to see growing consumer interest in single malt whiskies. "The blended malt Scotch whisky category is also growing faster as it bridges deluxe blended Scotch drinkers into the world of malt whisky," says Jenkins, revealing that he is "seeing great interest in Grant's Elementary, House of Hazelwood and our Monkey Shoulder

brands – all of which have acted as disrupters in the blends category – much in the same way that Hendrick's did for gin." Also positioned well to take advantage of this is Brown-Forman (Basement 2 M1+2) which is showcasing its new BenRiach Scotch and Slane Irish Whiskey, while Bardinet (Basement 2 L2) introduces Sir Edwards Smoky, a richly-peated expression of the classic Sir Edwards Scotch whisky. Blended Scotch fills "an important spirits niche in our portfolio," says Rick Bubenhofer spokesperson for

Brown Forman. He reminds that "Brown-Forman is both the founder and leader of the American whiskey category" with such "iconic brands as Jack Daniel's, Woodford Reserve and Old Forester on prominent display" across global travel retail. "We see the popularity of American whiskies continue to grow as new and less established markets in the Asia-Pacific region become exposed to industry leaders like Jack Daniel's and Woodford Reserve," says Bubenhofer, describing the brands as a "must have" in all global retail markets.

rolled out "the sixth edition of The Macallan's Masters of Photography series, an exclusive collaboration with renowned photographer Steven Klein, a true master of visual ambiguity," says Boyadjian. "Working with such world-leading collaborators takes our vision, values and alchemy to a higher level. This collaboration has also extended to a limited edition of our very successful Rare Cask Black, which features the art of Steven Klein and comes with a Wintersmiths Ice Ball Maker. This ice ball maker produces crystal clear ice spheres, adding to the unique alchemic experience."

Brown-Forman is showcasing its new BenRiach Scotch and Slane Irish Whiskey at TFWA Asia Pacific Exhibition & Conference.



#### DRINKS IN A VISUAL AGE

It has often been said that the first bite is with the eye, but for La Martiniquaise it is true. The company's recent digital activation illustrates the close relationship between bringing a product to life and the platform of video and social media. This has become the newest of art forms. "We really want to focus on the Ice Quest virtual reality experience, a saga of three videos, that reached over one million views on YouTube and Facebook," says Ploquin-Maurell, who reiterates how the company wants "Poljakov to become the first global vodka digital brand" and so the firm will "continue investing in new technologies to provide extreme and innovative experiences to consumers." This year, Bardinet has The Glen Moray Experience – a new online presence via [www.glenmorayexperience.com](http://www.glenmorayexperience.com), which will "take people on a virtual tour of our base where every single bottle of Glen Moray is born," says Laure Habbouse, International Marketing Team Leader, Bardinet. Also mastering the art of visuals is Edrington, which has recently

#### DIFFERENTIATION

As noted by Berardi, "the spirits sector is highly competitive and extremely crowded, with some of the most popular brands being produced by giant companies that have vast streams of finances. This can result in smaller brands not getting the space needed to be able to present and display their brands in a way that gets their message across." As such, the art of differentiating becomes more crucial. From Bardinet's Negrita blended rum line-up comes a new addition named Añejo Reserve, which is aged in ex-Bourbon casks that "adds diversity" to the range. But catering for every palate can be tricky. Nemiroff's Dobrovolskiy reminds that "taste preferences, like trends, often change, not having enough time to gain a foothold in culture" and admits that "this is the core challenge of our work – to be flexible, adaptive to the environment, and ready for any challenges and demands of the market." "Our focus will be our recently

A close-up photograph of an elephant's face, showing its wrinkled skin and a tusk. In the foreground, a bottle of Amarula liqueur is visible, featuring a custom label with a colorful elephant illustration. The text is overlaid on the image.

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launched Patrón Cask Collection Sherry Añejo tequila, and exceptional ultra-premium tequila aged in Oloroso Sherry barrels," says John Kilmartin, VP Global Travel Retail at Patrón Spirits International (Basement 2 L5), reminding that lots of spirits can stand out by being aged and given more complexity. Tequila included. "In the tequila category, definitely where we see the most growth potential is in tequilas aged in different barrel types and for differing amounts of time. It's truly amazing the complex depth of flavour you can achieve in tequila, in the barrel room," Kilmartin comments.



PATRÓN'S FOCUS WILL BE ITS RECENTLY LAUNCHED PATRÓN CASK COLLECTION SHERRY AÑEJO TEQUILA, AND EXCEPTIONAL ULTRA-PREMIUM TEQUILA AGED IN OLOROSO SHERRY BARRELS.



WHYTE & MACKAY WILL BE SHOWCASING ITS NEW PRODUCT RELEASES FROM THE DALMORE, INCLUDING A 35-YEAR-OLD EXPRESSION, AND A 40-YEAR-OLD, AS WELL AS PRESENTING ITS CORE RANGE AND CONSTELLATION COLLECTION.

“With the plethora of brands cross category vying for liquor shelf space in global travel retail, high stand-out packaging is absolutely crucial,” adds Jenkins, who says that “constantly reviewing and refreshing the portfolio is absolutely necessary if we are to ensure the total offer is right for our travel retail partners and – in turn – their customers.”

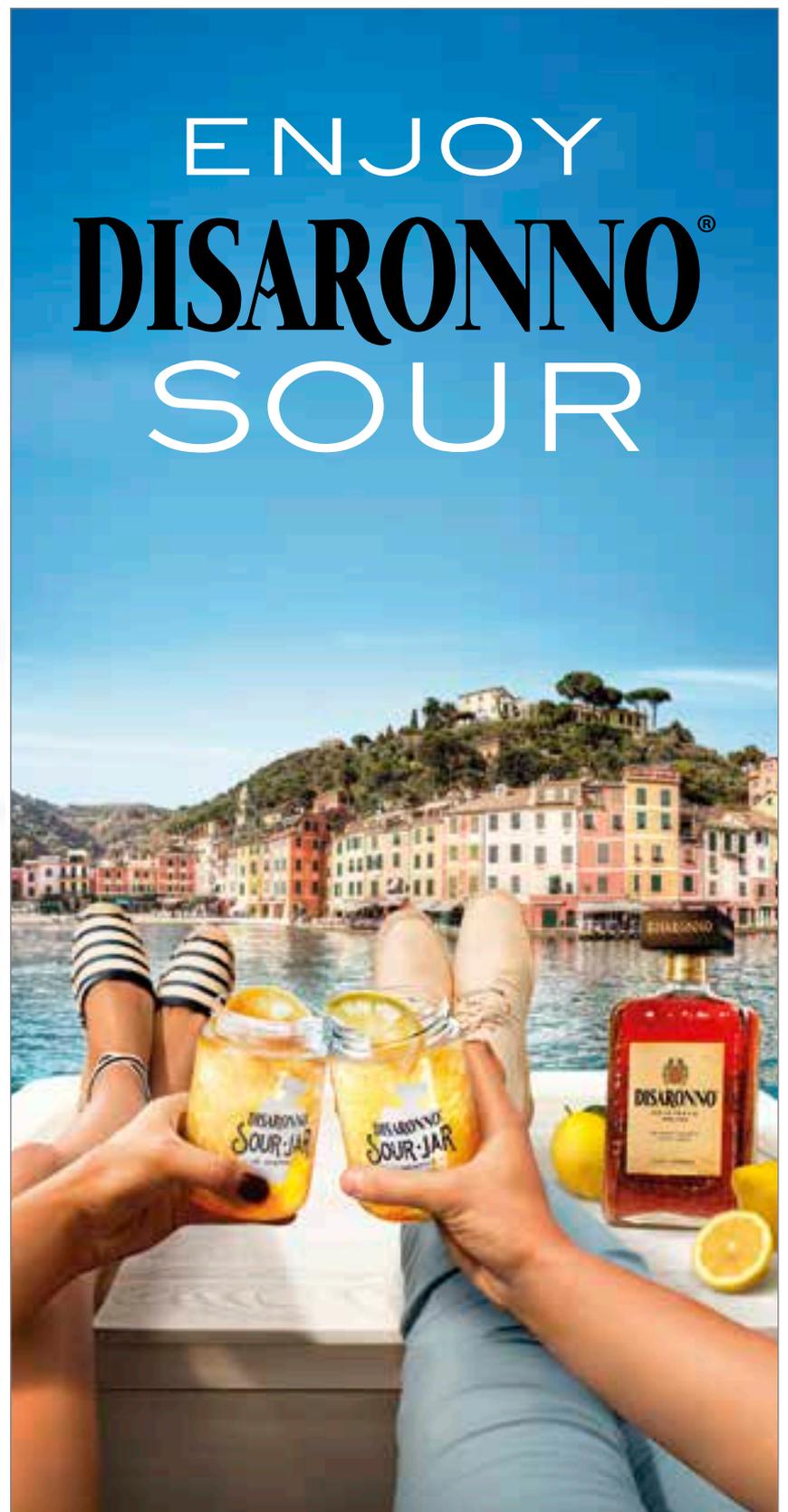
“Whyte & Mackay will be showcasing its new product releases from The Dalmore, including a 35-year-old expression, and a 40-year-old, as well as presenting its core range and Constellation Collection,” says Richard Trimby, Travel Retail Director, Whyte & Mackay.

Bottled in a bespoke crystal decanter, The Dalmore 35 stands out by having derived from three wood profiles, which include a distillery run Bourbon barrel, a 30-year-old Matusalem Oloroso Sherry butt and a rare vintage 1970 Port ‘Colheita Pipe’, each coming together to deliver a spectacularly rich and memorable whisky.

For Edrington’s Boyadjian, the future of the category depends on understanding all of this and continually acting upon that knowledge, reminding that “differentiation is vital if travel retail is to remain relevant and engaging, and finding new ways to showcase brands in the channel is an important element of this.”

Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)).

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Wine trends are certainly present, but what other ways are there to stand out in global travel retail. Here, Jessica Mason finds out what's available and how it's best presented to consumers.

# DIVINE WINES

**Global sales of wine have enjoyed a lift in both volume and value over the past few years, and the rise has been steady and gradual, which suggests it is robust. But, across travel retail, selling wine is an art that needs to be revered.**

Many factors are at play to help it appeal among the myriad items on display. Understand them, and you'll recognise an uplift in sales. So, what do we need to know?

As with most other categories, travel retail exclusives have always appealed since travellers like to pick things up while on the move that they may not have had the chance to buy in their domestic market. When it comes to wine, rarity needs to be balanced with popular varieties and trends. But, in general, customers are keen to try new drinks. Especially if promoted in an interesting way to flag up their exclusivity.

"Consumers continue to be keen on tasting different and rare wines," says Xavier Armengol, Chief Commercial Officer, Bodegas Torres (Basement 2 H8). Armengol predicts that "wines made with ancestral grape varieties will grow in the future" and hints that Torres has "already started with this recovery of autochthonous grape varieties in the 80s and today this is still a top priority

project." Torres has managed to revive more than 50 "forgotten" grape varieties, but Armengol reveals that "only a handful have the potential for making top quality wine." So, what should we look out for? "You can actually find two of them (Garró and Querol) in our single vineyard wine Grans Muralles," he reveals, highlighting them as 'ones to watch'.

## APPEALING TO THE ASIAN MARKET

There are many ways to appeal to the interests of the East, but one of the first ways is to speak directly to customers about the products. This is where some companies are going a stage further to break down those barriers of communication. Since wine is bottled, it takes an extra effort to communicate what is in the bottle and why it is worth someone's time. For this reason, Peuch & Besse (Basement 2 N18) has found a way to appeal to an Asian audience. "We are impatient to taste these wines with visitors on our booth and present videos of our winemakers translated in Mandarin for the occasion," says Isabelle Gec-Peuche, spokesperson, Peuch & Besse. Over at Diverse Flavours (Basement 2 D34), its Napier wine was "made famous in Japan and Asia through a feature in the much-respected Japanese manga wine comic book Tears

of God," says Anthony Budd, Managing Director, Diverse Flavours. Budd admits that the company works "a lot with Asian airlines and they seem to recognise very well what their customers want to drink onboard at 30,000 feet," so all of this insight is hugely valuable. Meanwhile, Sandro Bottega, Managing Director, Bottega (Basement 2 M9) says his wines sell exceptionally in Japanese duty free and this may be "because Japan remains the major Asian market for high quality Italian wines." But also, something to note is that Japanese travellers tend to like to buy gifts and knowing this is imperative in terms of wine presentation in Asian travel retail.

## SEE AT THE SHOW

At the show, Diverse Flavours will be presenting its Delaire Graff Estate, Kleinoed Estate (Tamboerskloof wines) and 88 Vineyards Merlot Medium Sweet and 88 Vineyards Cabernet Sauvignon, which are currently exclusive to duty free. And, according to Budd, "the Merlot Medium Sweet was launched in Dubai Duty Free last year and [since then] sales have been amazing." Peuch & Besse has expanded its range with new wines from "authentic vineyards and made by passionate winemakers such as Domaine Girault and Domaine Girard in Sancerre or Château de Hartes and Château



TORRES STARTED WITH THE RECOVERY OF AUTOCHTHONOUS GRAPE VARIETIES IN THE 80s AND TODAY THIS IS STILL A TOP PRIORITY PROJECT. ALREADY, TORRES HAS MANAGED TO REVIVE MORE THAN 50 FORGOTTEN GRAPE VARIETIES.

Pradeau-Mazeau in Bordeaux,” says Gec-Peuche.

While from Bottega, visitors can see the complete Bottega range and taste the best-selling wines: Bottega Gold (the iconic prosecco in gilded bottle), Bottega Stardust (Bottega’s premium Prosecco Dry in a crystal-encrusted bottle) and Il Vino dell’Amore Petalo Moscato (the brand’s most successful sweet sparkler).

Torres is showcasing the launch of Esplendor by Vardon Kennett (its first Catalan sparkling wine from its own high altitude vineyards), Sons de Prades (a new super premium Chardonnay from its single vineyard of Milmanda), Altos Ibericos Reserva (the Reserva wine of Altos Ibericos from its bodega in Rioja), Bellaterra (a new single-varietal ecological wine from its Merlot vineyards located in the high Penedès), Camino de Magarin (Torres’ new top Verdejo made from vines grown near the Duero River and aged four months on the lees) and La Causa (a new line of wines from the Chilean Itata Valley, the valley where viticulture initially started in Chile 500 years ago). With this variety, there is certainly something for all palates.

Constellation Brands (Basement 2 E37) is launching its new Prisoner Wine Company wines, but will also have its core brands on display, namely: Inniskillin Icewine, Robert Mondavi Winery, Ruffino and Kim Crawford wines, along with wines from Franciscan and Charles Smith, explains Lynette Pratt, Sales & Marketing Associate – Global Travel Retail, Constellation Brands. Distell (Basement 2 J6) is showcasing two travel retail exclusives in Singapore – the Nederburg Private Collection and Pongrácz Blanc de Blancs. “The Nederburg line has long been popular with wine enthusiasts and we feel the Nederburg Private Collection will both enhance the wine’s already solid reputation and be a great tasting experience for lovers of fine wine around the world,” says Andrea Baumgartner, Head of Marketing Global Travel Retail, Distell.

#### PAIRING, CROSS PROMOTION & DISPLAY

Interesting ways of selling wine continue, but still one of the best is via cross promotion or food pairing, which encourage impulse buys and trial.



PEUCH & BESSE HAS EXPANDED ITS RANGE WITH NEW WINES FROM AUTHENTIC VINEYARDS AND MADE BY PASSIONATE WINEMAKERS, SUCH AS DOMAINE GIRAULT AND DOMAINE GIRARD IN SANCERRE OR CHÂTEAU DE HARTES AND CHÂTEAU PRADEAU-MAZEAU IN BORDEAUX.

This year, Diverse Flavours will launch a wine and chocolate pairing pack for Groot Constantia. “The chocolate has been made to perfectly match the wine,” says Budd, noting how “wine and chocolate pairing is becoming a very strong method for cross-selling.” The customer is upsold the package by buying “two bottles of Groot Constantia Rood wine with chocolate that has been produced to perfectly enjoy with that particular wine.” This is bespoke, so “the chocolate cannot be paired with any other wine as you will not have the same match,” says

Budd, explaining that this gives the consumer another reason to consider your wine and not any other.

In 2016, Gec-Peuche reveals that the company asked a designer to design some display furniture for travel retail and showcased a barrel display with a “wine of the month” to appeal to consumers looking for direction when selecting wine. “This was immediately a great success. Its authenticity, [and] the implementation of the wine [all] enabled sales to increase everywhere it was implemented,” says Gec-Peuche. An excellent way to

Every year Diverse Flavours witnesses the rise in the profile of South African wine, and the interest from consumers, who require something different, unique and special.



draw attention to wines without reducing prices.

Bottega also reveals that its plans for 2017 include upping its “focus on collections with special, exclusive packaging and on cross promotions with other major brands in GTR,” says Bottega, showing that presentation, cross promotion and display are all imperative ways to begin attracting the right consumers.

#### PACKAGING & GIFTING TRENDS

Torres has been “developing more and more special gift editions, something that travel consumers who look for a luxury shopping experience, appreciate very much,” says Armengol, reminding that the way a bottle is wrapped, boxed or displayed enhances the reasons for buying. “Packaging is very important,” agrees Gec-Peuche, adding: “We have recently made a luxury gift box for a few wines of our range. It was a real success. This packaging, usually used for spirits is perfectly adapted to the wines. Air France has sold our boxes for more than a year and is very satisfied with the results.” Similarly, Zonin (Basement 2 C6) is launching the new packaging of what it deems to

be its “most important product – the best seller Prosecco DOC Zonin Cuvée 1821,” says Maura Marcianite, Export Department Coordinator, Zonin. “Packaging can be vital in travel retail, as it often serves as a product’s first impression for international travellers,” agrees Baumgartner. “Case in point, an attractive and sophisticated package can be used to suggest a premium or super-premium product. Because of this, many high-end wines – ours included – have been using packaging that has often been compared favourably to that of high-end single malt Scotches. Conversely, unique packaging can be used for maximum visual impact. For example, the packaging for our Pongrácz line literally explodes off the shelf when viewed by a shopper – a real plus in the crowded wine field.” Bottega is among those companies that has improved its packaging since the beginning. “This continuous process has made us a leader in the field, and an example for many imitators. As a new packaging proposal, we are presenting new labels made of wood,” says Bottega, with nods to trends for using natural materials for a premium eco-conscious image.

Altos Ibéricos Reserva,  
a new style of Rioja



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**96** Wolf Blass  
2013 Black Label  
James Halliday

**99** Penfolds  
2012 Grange  
Wine Advocate



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TFWA Exhibition  
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Anthony Budd: +27 71 255 7344  
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diverseflavours.com



BOTTEGA HAS PLANS TO INTRODUCE ITS NEW VERMOUTH BIANCO BOTTEGA AND VERMOUTH ROSSO BOTTEGA, WHICH HAVE BEEN CREATED BY SANDRO BOTTEGA AND LAMBERTO VALLARINO GANCIA, HEIR OF THE PIEDMONT FAMILY, LEADER IN SPARKLING WINE AND VERMOUTH.

### THE FUTURE GROWTH OF SPARKLING WINE

It should probably also come as no surprise that “the sparkling wine trend will continue its expansion,” according to Marciante. But there are shifts and movements within the category, which is beginning to bend a little towards alternative styles.

“So far Zonin has been producing Prosecco with 100% Glera grapes, focusing very much on the aromatic character of this grape, but the DOC regulation allows to blend Glera with maximum 15% of other varieties. Among these varieties there are: Pinot Noir, Pinot Grigio and Pinot Bianco. This opportunity led us to the idea of developing a new Prosecco concept, inspired by the colours of these grapes and their English translation – black, grey and white – to create three new Proseccos, with three different cuvées, three distinctive tasting profiles and three unique styles, dressed with three innovative packaging designed to communicate different messages and moods,” says Marciante, reminding that, last year, Zonin launched them as “the Prosecco Dress Code Collection, with painted bottles in black, grey and white.” A nice touch in terms of innovating within the category.

“Prosecco remains the most trendy sparkling wine,” agrees Bottega, but adds that the company also sees “the continuously positive trend of rosé wines, both still and sparkling” that could see the same demographic migrate to other styles.

“The sparkling wine category is enjoying a remarkable surge in popularity right now and the trend will prove to be very timely for a sparkling wine with the popularity and reputation of Pongrácz – especially the new Blanc de Blancs,” says Baumgartner, predicting that “with both an outstanding taste and a stand-out bottle, Blanc de Blancs is perfectly poised to capitalise on the sparkling wine momentum.” Watch this space. Torres believes that “sparkling is a big trend at the moment”, but there are other new trends afoot such as “organic wines, especially in Scandinavia,” says Armengol, agreeing that the sub-category needs to stay on its toes to stay relevant while people seek out new wines.

### INTEREST IN ITALIAN WINES

In terms of other alternatives, “Tuscany remains the most popular region for Italian wine” and as well as “the traditional Chianti Classico area, the Maremma is gaining popularity,” says Marciante, who hints that “Puglia is leading the thirst of south of Italy wines following the success of Sicily.”

Bottega also has plans to introduce its new Vermouth Bianco Bottega and Vermouth Rosso Bottega, which have been created by Sandro Bottega and Lamberto Vallarino Gancia, heir of the Piedmont family, leader in sparkling wine and vermouth. “Vermouth Bianco Bottega and Vermouth Rosso Bottega stand out for two unique characteristics: the utilisation of quality base wine, and the selected botanicals used in the recipe, typical of the Veneto region,” says Bottega, highlighting how “they address the market demand for premium, high quality products and have been designed with care, passion and thorough attention to details: from the shape of the container, reminiscent of traditional wine bottles, to the unique flavour and taste given by the special ingredient.” Bottega also hints that, among red wines, the “Brunello di Montalcino is still experiencing fantastic performances, followed by Chianti Classico, Valpolicella Ripasso and Amarone della Valpolicella” and these are all worth watching out for across global travel retail.

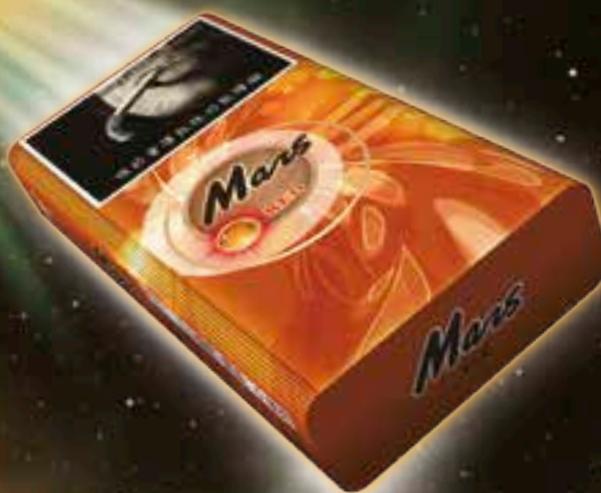
### SOUTH AFRICAN WINE GOALS

Distell’s goal is quite simple: “To be the South African wines of choice for the world” and believes that with “the strength and reputation” of its wine portfolio, as well as “the talent of the Distell travel retail team in place” amidst its “current strategic marketing plan and the growing interest in New World wines,” the company feels “this is a very achievable objective,” says Baumgartner. But there are other players in the marketplace. And from Diverse Flavours, Budd says that every year he witnesses “the rise in the profile of South African wine, and the interest from consumers, who require something different, unique, special. That then drives the buyers to take note and look at South Africa more seriously,” he says.

Distell is showcasing two travel retail exclusives – the Nederburg Private Collection and Pongrácz Blanc de Blancs.

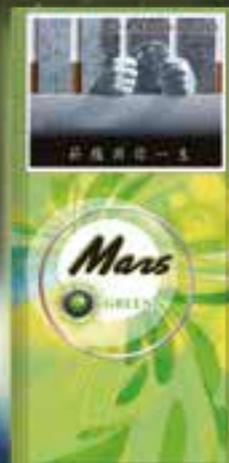


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# ACCOLADE WINES ENHANCES PREMIUM WINE PORTFOLIO

Accolade Wines (Basement 2 J5) has enhanced its premium portfolio and credentials through the acquisition of six wine brands from Australia: Petaluma, Crosier, St Hallett, Knappstein, Stonier and Tatachilla.

As one of the largest wine companies in the world, Accolade has a diverse portfolio of new world wines. These newly introduced brands reside in some of Australia's most renowned wine regions, including: Adelaide Hills, the Barossa Valley, McLaren Vale and the Mornington Peninsula.

"We have been experiencing significant growth in global travel retail and domestic markets over the past six years," comments Rupert Firbank, Commercial Director, Accolade Wines. "This has been supported through the acquisition of up-and-coming brands that have allowed us to expand

our global footprint and add a great breadth to our portfolio. Our previous acquisitions of Geyser Peak in the United States, Grant Burge Wines in Australia, Mud House in New Zealand and Vina Anakena in Chile have been hugely successful, so we are confident that these new additions will add another dimension for our customers.

"TFWA Asia Pacific Exhibition & Conference is the ideal opportunity to introduce these new wines to our Asian partners. Being able to sit down face-to-face with them makes a big difference in being able to fully explain the story behind each brand. We invite visitors to the show to come and experience our exciting new wines and our current brands, most notably Hardys wine, which is fast approaching its 165th birthday."



Accolade Wines has enhanced its premium portfolio and credentials through the acquisition of six wine brands from Australia.

"I think this trend in seeking new and exciting regions and producers will continue. Some operators will move faster than others to capture this market, others will lag," he observes, but reminds that, at Diverse Flavours, despite the company being "very much in the foundation phase of promoting and developing South Africa wine in GTR" and recognising that "it takes time," the company does have a common goal – "to have South African wine available in every duty free retail shop in the world and on every airline." That in itself would be a remarkable achievement and something for which to strive.

Diverse Flavours is showcasing "the award winning Groot Constantia wines – South Africa's oldest winery dating back to 1685," says Budd, noting that "the Grand Constance was drunk by Napoleon, and written about by Jane Austen," giving it an appealing story. Also on display will be the "Ernie Els wines – an iconic Stellenbosch winery borne out of the passion and vision of one of the world's top sports icons," reminds Budd. Plus, there will also be: "Cederberg, South Africa's highest winery from one of the most remote wine producing areas in the world, and still produced by the fifth generation of family" and "this year, their wines will feature on ANA, Asiana Airlines in business class and first class pouring," positioning them as premium. There will also be "Deetlefs – the second oldest winery in South Africa run by the same family since 1822, and a top Pinotage producer" and Kleynood Estate makers of Tamboerskloof Syrah, Viognier, and Rose in Stellenbosch. Budd points out that "the Syrah received 94 Wine Advocate Robert Parker points and is one of South Africa's top ranked wines," plus "their Viognier will be served on ANA in First Class later in the year," he reveals, racking up the accolades.

Diverse Flavours will also show off "Delaire Graff – The Jewel of the Cape Winelands, which is nestled in the heart of South Africa's Stellenbosch



Zonin is set to be launching the new packaging of what it deems to be its most important product – the best seller Prosecco DOC Zonin Cuvée 1821.

region on the crest of the panoramic Helshoogte Pass in the Banghoek Valley" where the "plantings are predominantly Bordeaux varietals and Chardonnay, all picked and tended by hand." With this portfolio on offer, it's looking like a great year in GTR for South African wine. Baumgartner adds that the "South African wine portfolio [from Distell] takes a backseat to no one or no wine," and reveals that Distell will "also be proudly featuring such travel retail favourites as Durbanville Hills, Alto, and Fleur De Cap."

## INTERNATIONAL APPEAL

Bottega points out that "international grapes – e.g. Chardonnay, Sauvignon Blanc, Merlot, Cabernet – have always been very popular in the market" and nowadays, he sees that consumers "look for indigenous grapes coming from specific areas: for example, they buy Sangiovese,

Prosecco, Lambrusco, Aglianico, Pinot Grigio and Lagrein from Italy; Malbec from Argentina; Syrah from Australia; Pinotage from South Africa, Tempranillo from Spain... and so on." This surely shows that they are navigating their wine preferences with a sense of place. For Torres, Armengol reminds that "Spain and Chile are becoming more and more interesting with their amazing amount of regional diversity: for example, wines from the historical Itata valley in Chile as mentioned before, and of course wines from all top regions from Spain" and so people are not just looking for what they know, but for more examples of wines that they can get to know. Indeed, consumers are becoming more indulgent and with this, irrespective of trends for regions and grape varieties or styles, what they are looking for more than anything else is quality.

Learn more about the wine & spirits innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)).

**Scan this code to visit the TFWA Product Showcase**





# World's No.1 Super Slim ESSE



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## ESSE

Source: Euromonitor International Limited†  
per Passport Super Slim definition;  
retail sales by volume 2014-2015 Super Slim only brand data.



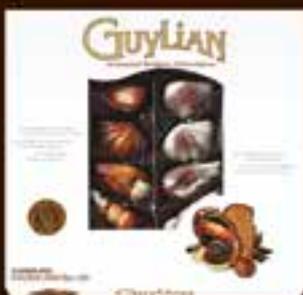
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## 'HOME-MADE' COSMETICS

Collistar's strategic launch this year explores the natural world and revolutionises the concept of 'home-made' cosmetics. Collistar Natura is a skincare programme said to be ideal for all ages and all types of skin, made from 95% natural ingredients. The common ingredient in the four products in the Natura line is Stevia. Research conducted in collaboration with the University of Siena has enabled Collistar to exploit the full potential of Italian Stevia – a wild herb with a sweet flavour, and packed with glucosides and flavonoids. Stevia is anti-free radical, moisturising and soothing. This nutrient boosts the special function of each product it is paired with: Lychee for the Two-Phase Micellar Water; Papaya in the Extraordinary Infusion-Cream; Avocado in the Precious Essence-Oil; and the fourth ingredient is Quinoa, added to the formula of a product debuting in the cosmetics



market, the Transforming Essential Cream, enabling 'made to measure' cosmetics to move into a new area – the 'home-made' sector.

**Basement 2 F2**

## SPARKLING SENSATION

Mention the name Freixenet and you immediately think of Cava. But soon consumers will have the reassurance of this global brand name whenever they stop for other sparkling wines, as Freixenet Prosecco launches across the world. The new Freixenet Prosecco was created when the team behind Freixenet recognised the potential in the highly saturated Prosecco market. There is a clear need for a high-quality branded product that would appeal to both existing drinkers and attract a new generation of millennial drinkers. Freixenet Prosecco is a beautiful golden straw colour in the glass, with lively effervescence and fresh aromas of citrus, apple and flowers. It has a clean and fresh taste with tones of ripe lemon, green apple and grapefruit, leading to a light and refreshing finish. Freixenet Prosecco is presented in a striking cut-glass bottle, both to reassure consumers of its superior quality and provide stand-out in store.



**Basement 2 D36**



J.Cortes Cigars reveals its new  
Travel Exclusive



NEOS  
*Selection*  
50 CIGARS



Young and contemporary French brand Dandy Nomad is unveiling its two latest travel accessories, both designed to accompany all great travellers. The Smell-Good Pouch is a very special travel pouch that allows travellers to perfume their personal belongings with the fragrance of their choice. Proposed in a large size (38x28cm), the Smell-Good Pouch includes three blotters to allow travellers to change the smell depending on their mood. The Travel Games are available in an adult version with backgammon and checkers, and a kids version with a goose game and a ludo game both revisited. Proposed in a reversible compact pouch (26x13cm), they offer a playful moment to travellers, both young and older. "With these new products,

## STYLE AND FUNCTIONALITY



we wanted to reinvent the way of providing essential accessories and twist them with style," says Emmanuelle Coppinger, founder of the brand.

"We have made them not only practical, as they should be, but also trendy and colourful."

Basement 2 **N01**



## POWER OF NATURE

Apple Beauty officially represents two brands across Asia – Elsabondex Skin and Pollution Free. Dedicated to those living in the city and loving their skin, Pollution Free is a complete anti-pollution range with Zeolite, a volcanic origin mineral that purifies and protects the skin from polluting agents and impurities that

build up every day on the epidermis surface, causing dehydration, dark spots, skin ageing and damage. Pollution Free uses the power of nature to contrast the pollution effects. It defends the skin's beauty every day, fighting the effects of pollution with eight products, ranging from cleansers to creams, preserving not just the

skin, but also the cutaneous barrier that protects the epidermis from external attacks. Elsabondex Skin is a young, lively and funny skincare range dedicated to young women who want to express themselves, without giving up their skin wellness, thanks to Nio-Hydran technology. With very sensual notes, coming from fruit and flowers, the skin is embraced with an amazing and long lasting scent.

Level 1 **R21**

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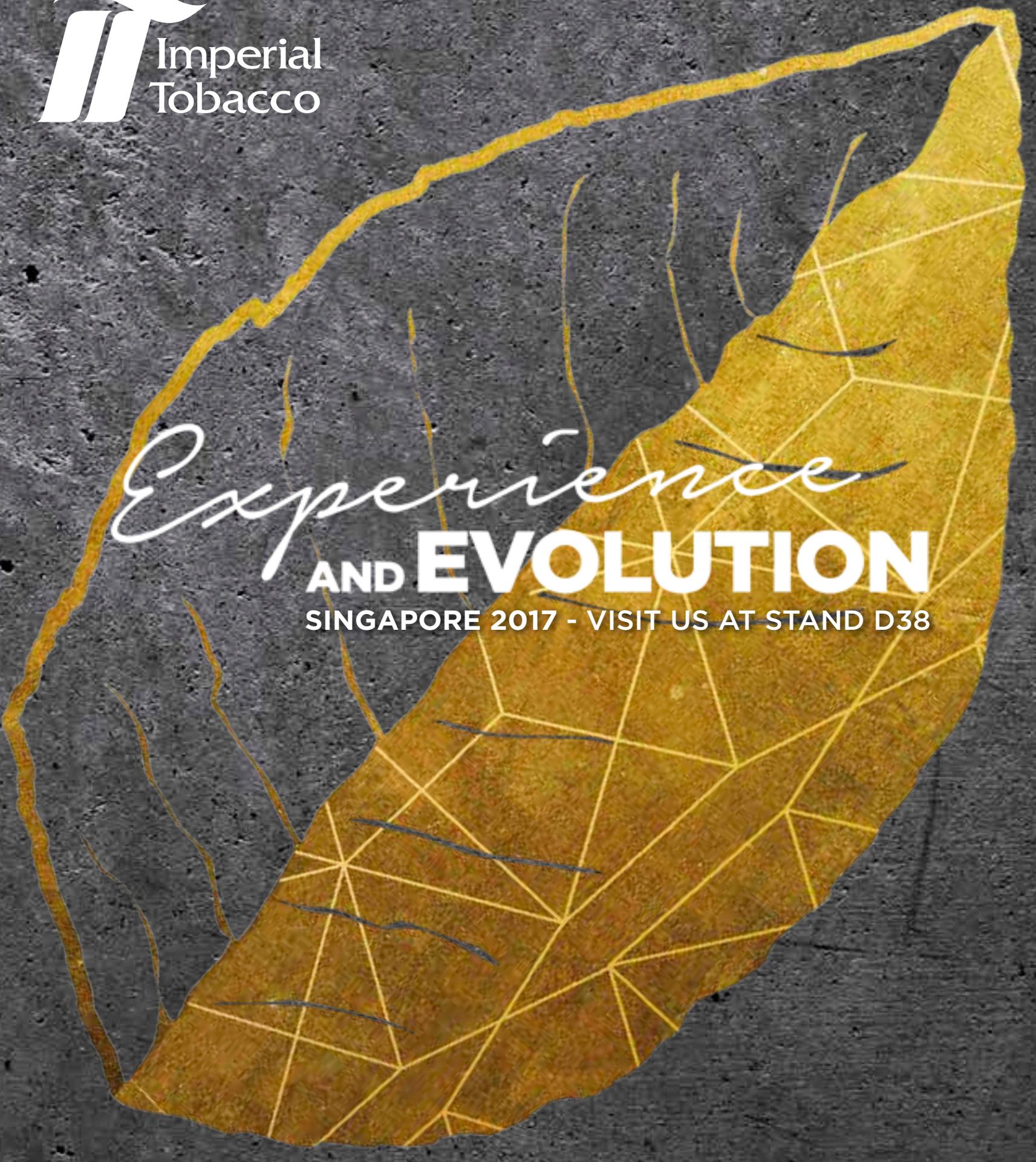
LEGO

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2017 Singapore **Stand G28**

Travel Retail Senior Manager, **Annette Rosendahl**  
Annette.Rosendahl@LEGO.com  
Direct +45 79506490 Mobile +45 20308261

Account Manager, **Pietro Girardo**  
Pietro.Girardo@LEGO.com  
Direct +45 88343827 Mobile +45 53195184

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*Experience*  
**AND EVOLUTION**

SINGAPORE 2017 - VISIT US AT STAND D38



# EXPERIENCE & EVOLUTION

Imperial Tobacco makes an impressive return to TFWA Asia Pacific Exhibition & Conference with an extraordinary and incredibly creative new stand, which combines the premium style of Davidoff with the theme of 'Experience & Evolution'. "The new stand is absolutely breathtaking," says Andrew Cunningham, Regional Manager GDF Asia Pacific. "It is a sure fire way to draw in passing visitors, it is simply too intriguing to pass by! Visitors to our

stand will also be able to take away a personally engraved lighter." Product-wise, the focus is on Davidoff Freeze, exclusive to the Asia Pacific market and the brand's first foray into the Crushball sector. "Our objective with Davidoff Freeze was not just to create another Crushball variant, but to develop the very best Crushball product available," Cunningham explains. "Davidoff Freeze delivers an intense menthol taste,

and leaves the smoker with a lip-tingling sensation. Furthermore, we've added a menthol impregnated inner pack, with a fresh and cooling aroma, which adds even more dimension to the overall smoking experience. The freshness and high quality is further emphasised by the detailed and contemporary pack design. So far, we have been extremely happy with the development of this product – it is now available in 13 countries all over Asia and is already proving extremely popular with Asian consumers." Of course, the full Davidoff range is also on the stand.

**Basement 2 D38**



# BALANCED PORTFOLIO

Karelia Tobacco Company prides itself on offering a balanced portfolio of successful brands designed to meet all customer tastes in over 65 international markets, ranging from the sophisticated Omé Super-slims lipstick formats to the Karelia Slims line, and the exceptional quality tobaccos of George Karelias and Sons for luxury segment connoisseurs. Karelia's exclusively designed, customised and tailored gondolas and wall units can be seen at many airport outlets around the world, including the Far East. "Smart, clean, eye-catching presentation is a must at locations where the



passenger may only spend minutes in the shop before heading for the gate," says Joanna Kamarinopoulos, Public Relations Manager, Karelia Tobacco Company. "We see the continuing trend towards premium-driven tobacco products in the Asia Pacific market where price is less of an issue for consumers who mostly put quality over cost." With upscale premium brand George Karelias and Sons leading the Karelia

portfolio development in the region, the line has recently been extended with a new Roll-Your-Own addition called George Karelias and Sons Dark Blue along with its very own rolling papers. Karelia has enjoyed dynamic growth in the Roll-Your-Own segment since 2006, spearheaded by this famous signature brand which is a market leader in Greece, now growing in Europe, and soon to be available to other markets. Karelia is displaying the following brand families at TFWA Asia Pacific Exhibition & Conference this week: George Karelias and Sons, Karelia Slims, Omé and American Legend. Karelia brands are currently sold through duty free outlets to a number of countries, including Vietnam, China, South Korea, and most recently Indonesia.

**Basement 2 C34**



Nanyang Brothers Tobacco is showcasing the Double Happiness tin collection. Being the pioneer of tin pack cigarettes in China, Nanyang Brothers Tobacco has developed various tin collections, each of which is designed with a certain theme catering to different target markets, such as 'Double Happiness Shanghai Collection', which features the famous city landmarks of Shanghai, and 'Double Happiness Fair Ladies', whose vintage gift pack makes it a hot-seller. The tins are vacuumed to provide better protection for the cigarettes inside against outer moisture and damage, with each tin containing 50 cigarettes. Nanyang Brothers Tobacco has always been

# DOUBLE HAPPINESS

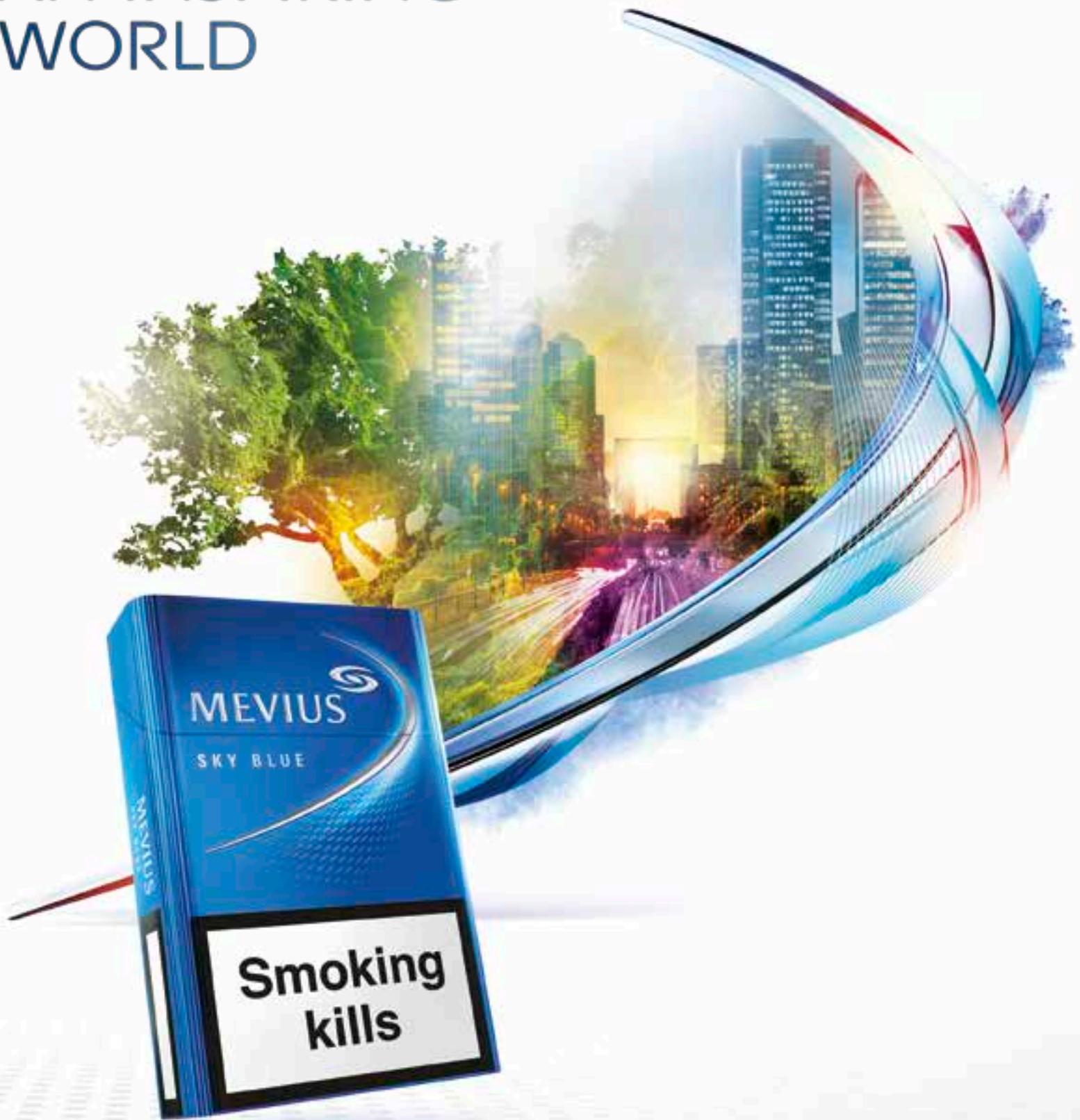
devoted to improving the aesthetics and practicality of soft packs and proudly introduced its high-end soft pack cigarettes – 'Double Happiness Southern Brotherhood' in January 2017. Compared to traditional soft packs, the edges of the package are hardened, making the soft pack stand more firmly – a significant breakthrough in the manufacturing of soft pack cigarettes. Meanwhile, Nanyang Brothers Tobacco launched the first Chinese additive-free Virginia cigarette – 'Double Happiness Classic Deluxe' – in 2005, the year of the company's 100th

anniversary. To bring out the original pure aroma, the tobacco leaves are strictly selected from all over the world, with the world's top-grade Zimbabwe tobacco leaves. And in 2013, Nanyang Brothers Tobacco launched 'Double Happiness Classic Infinity', which is the upgraded version of the additive-free series packaged in an exquisitely-crafted gift box. Now these two additive-free products are both very well received with customers in duty paid and duty free markets around the world.

**Basement 2 K36**



**CREATE  
AN INSPIRING  
WORLD**



IMAGINEERING THE FUTURE **MEVIUS**

**TOBACCO SERIOUSLY DAMAGES HEALTH**

# ARTISTIC CUFFLINKS

The Spring/Summer 2017 collection provides a reinterpretation of some of Tateossian's iconic models, as well as pieces that demonstrate the rejuvenation of lost artistry and natural elements. This

unconventional transition from traditional to modern can be seen throughout the SS17 collection and solidifies Tateossian's trademark of presenting high quality, innovative and creative jewellery.

A superb example of reinterpretation is this season's Skeleton Vintage Glass Cufflinks that still feature a vintage watch movement within, but with blue or purple glass inlay for those who appreciate the movement and craftsmanship but are also looking for a touch of colour. The Mizuhiki Cufflinks, inspired by the ancient Japanese art form, are testaments to Robert

Tateossian's passion for rejuvenating and modernising. As with previous seasons, the emphasis continues to be on the layering and stacking of bracelets, and for SS17 Tateossian is showcasing a wide range of styles that can be mixed and matched, allowing the wearer to create their own personal style.



Basement 2 **G32**

# REFRESHING WINES

M. Chapoutier is a family-owned wine producer from the Rhone Valley, crafting terroir wines since 1808. The company is exhibiting for the first time at TFWA Asia Pacific Exhibition & Conference, as it seeks to increase its presence in travel retail. Among the many new products being introduced is Côtes du Rhône 'Belleruche', with mainly Grenache and Syrah grape varieties. The grapes are harvested at good maturity, and ageing is performed in vats with regular pumping over in order to clarify the wine.

The colour is garnet red, while the wine has aromas of red fruits and spices. On the palate, it has a great structure with firm and silky tannins. Also being presented is Domaine Tournon 'Mathilda' Victoria. The grape variety is Grenache. The wine is bottled soon after fermentation to reveal the primary fruit and retain the natural carbon dioxide. On the palate, it releases graceful notes of red fruit and reveals a lovely, fresh finish.

Level 1 **N26**



# ROCK YOUR WORLD

Following the success of the first Smokehead Rock Edition bottling, Ian Macleod Distillers is presenting Smokehead Rock Edition II Islay Single Malt Scotch Whisky. This second release continues to honour its rock 'n' roll credentials. Vigorous and intensely peaty, the flavour hits sweet notes of sherry and toffee followed by seaweedy richness, smoke and sea salt all jostling to the front. The tin has evolved from black to a new rich fiery red, which continues to

draw attention to the smoking skull. Cocooned within the skull are many adjectives that capture the single malt's boisterous and deep peaty flavours. The tin maximises its impact using embossed and debossed techniques to heighten the premium feel. The bottle also has the same rich fiery red label and closure. Bottled at 46.6% vol ABV, Smokehead Rock Edition II Travel Retail Exclusive is a rich, seaweedy and intensely peaty Islay Single Malt



Scotch Whisky. It is not for the faint hearted. It's loud. And unruly!

Basement 2 **C02**

# JUST SAY WHEN!

Treat yourself to a Mini-Spa with When Bio-cellulose sheet mask. Korean brand When stands for that moment when today's busy modern consumer needs a special treatment for her/his over-worked skin. When mask offers superb hydration and nourishment for skin just in 30 minutes – a relaxing, yet convenient way to keep skin fresh and beautiful. When mask uses the bio-cellulose sheet, a natural material made from coconuts. Bio-cellulose, which has traditionally been used to treat burn patients, is ultra-soft, gentle and

bio-degradable. Thanks to its unique sponge-like structure and superfine, nano-scale dimensions, the sheet offers very close dermal contact and can retain fluids 100 times its dry weight and 10 times more than fabric or paper mask sheets, and thereby ensures amazing hydration and effective transfer of serum to skin. Also on display will be Simply When, which stands for the young people with busy, hectic lifestyles, but will not give up quality or price.

Level 1 **P15**



# THE NEW COLLECTION



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## BE SUPER COOL

LEGO is presenting its brand new unbelievably cool, awesome and creative The LEGO Batman Movie sets to accompany The LEGO

Batman Movie, launched in cinemas in February. Fans of all ages can recreate Batman's adventures from

the film themselves. Alternatively, they can be extremely inventive and build new adventures, according to their own rules – just like Batman. Whether they choose the Batcave Break-in, The Batmobile, or any of the other new sets, fans will get endless building

and playing fun, and the models look super cool too. The sets include: The Joker Balloon Escape, Catwoman Catcycle Chase, Batcave Break-in, as well as the coolest vehicles, such as The Batmobile and The Scuttler.

**Basement 2 G28**

## QUALITY AND STYLE

Inflight distributor Scorio Worldwide comes to TFWA Asia Pacific Exhibition & Conference with its extended range

of Timberland watches. Scorio had been selling the watches since 2011 and enjoyed great success with numerous

inflight listings in Asia and Europe with the Chocorua, Campton and Henniker Timberland models. The Timberland brand is mostly known for its line of boots, which over the years have grown into one of the most recognisable items of footwear around the world, with a range of designs, colours



and fits to suit everyone. Due to the brand's success, Timberland extended its offering to include clothing, accessories, leather-goods and watches, all of which encompass the brand's high-quality materials and stunning looks. To broaden the demographic appeal of the Timberland watch,

Scorio is introducing a range of lower retail priced models. Highlights of the range include: Brighton Model – available in a choice of colour and dial designs, and Dennett Model – comes in a resin case and fitted with the very popular Nato strap.

**Basement 2 D9**

## DOUBLE LAUNCH

Scotch whisky company MacDuff International celebrates its 25th anniversary this year and does so in style with a double launch. The new rare edition of Islay Mist Aged 8 Years Amontillado Napoleon Cask Finish was created in close collaboration with Bodegas Hidalgo La Gitana of Spain, whose vineyards are the highest altitude of the entire Jerez (sherry) district. The altitude allows for the cool Atlantic sea breeze to reach the grapes and this creates a hint of saltiness, which fits perfectly with



the peaty Islay Mist. The Limited Edition bottling of a 25-year-old Lauder's Blended Scotch Whisky, on the other hand, is the crowning achievement of over 180 years of Lauder's tradition. Selected malt and grain whiskies are

aged for a minimum of 25 years in a combination of ex-sherry and ex-bourbon oak casks, resulting in deep flavours of rich dried fruits and subtle spice.

**Basement 2 L202**

The number one confectionery brand in travel retail, Mondelez International, is showcasing its latest, most personalised and emotional offering – Toblerone Messages. The famous triangular Swiss milk chocolate in the iconic 360g bar format is now available in a variety of customised packs carrying emotional messages such as 'I Love You', 'Missed You', 'Thinking of You', and 'Superstar' – a great gift to bring home to friends and loved ones from a trip abroad. Toblerone Messages are exclusively available in travel retail. Mondelez is also revealing its latest product innovations set to drive



## PERSONALISED GIFTS

“more shoppers, more spend, more often”. The brand's new product innovations for its 2016/2017 portfolio include: Cadbury Dairy Milk Oreo Tablet, Milka Peanut Caramel, Cadbury

Heroes Quad Bag, Mini Chips Ahoy! Canister, Cadbury Dairy Milk Heritage Tin, Milka Alpine Tin, Cadbury Heroes Pouch, and Basset's 400g Bags.

**Basement 2 J26**

## POCKET-SIZE TRENDS

Swiss herb confectionery specialist Ricola is redefining its travel retail portfolio of herb drops following research carried out by m1nd-set at Frankfurt

and Hong Kong airports. The findings, along with proposed new product lines, are being revealed by the company at this year's TFWA Asia Pacific Exhibition & Conference,



with the final new product line-up launched in full. Ricola has further invested in creating the perfect portfolio for travel retail, introducing four new SKUs to better meet the needs of travellers and removing those that are clearly not aligned with market requirements. In pocket-size packaging, perfect for impulse purchases, and offering excellent retail margins,

new product concepts include a 75g tin box in three different flavours: Original Herb, LemonMint, and Cranberry; as well as 125g bag, wrapped, containing 3.6g sugar-free herb drops in a mixed pack of three flavours: Original Herb, LemonMint, and Eucalyptus.

**Basement 2 H6**



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Ken Wakatsuki  
Travel Retail Manager  
[ken.wakatsuki@steiff.de](mailto:ken.wakatsuki@steiff.de)



# ONE2ONE MEETING SERVICE

The ONE2ONE pre-scheduled meeting service provides a tailor-made opportunity for retailers, exhibiting brands, and service concessionaires to meet with senior executives from the region's airports and airlines, as well as those from cruise & ferry companies. Here, we preview the participation of Shanghai Hongqiao International Airport, and Dalian International Airport.

TFWA

ONE2ONE  
MEETING SERVICE

## ONE2ONE WITH: SHANGHAI HONGQIAO INTERNATIONAL AIRPORT

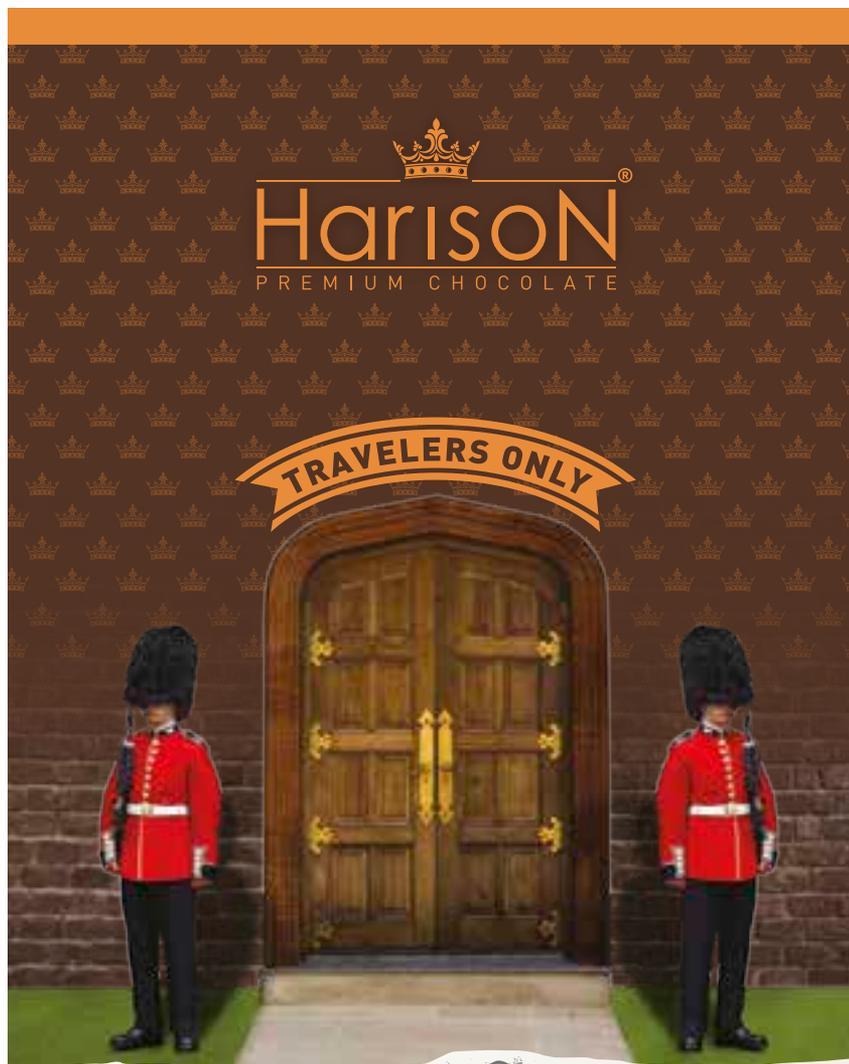
Shanghai Hongqiao International Airport now has two terminals. T1 is being positioned as an international terminal, offering most of the duty free categories, including perfumes & cosmetics, liquor & tobacco, fashion & accessories, and travel goods.

T2, meanwhile, is purely a domestic terminal since entering operation in 2010. "It provides a variable trade mix, including fashion & accessories, liquor & tobacco, souvenirs, book stores, and all kinds of international and local cuisine," explains Irene Fong Ying Chan, General Manager, Retail Management Department,

Shanghai Hongqiao International Airport. "Liquor & tobacco are the best-selling categories in our domestic terminal, while in Terminal 1, which is the duty free terminal, perfumes & cosmetics is the best-selling category." Refining and upgrading the retail and dining offer across both terminals



Refining and upgrading the retail and dining offer across both terminals is key to Shanghai Hongqiao International Airport's strategy to maximise commercial revenues.



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is key to the airport's strategy to maximise commercial revenues. Reconfiguration of T1 Building B for domestic operation will soon commence, following the opening of Building A on 26 March this year. The reconfiguration is expected to last for around a year. "Re-bidding of the luxury brand boulevard project, which includes six boutiques, has been awarded recently with the target to open towards end of this year," says Chan. "Plus, the premium fashion project tender is now ongoing, including nine shops across more than 1,100sqm." Also in the first half of this year, the airport will conduct the tenders for book stores and the packaged food concession. "Our objectives in the ONE2ONE meetings are to market our airport and our ongoing projects and development plans, to maintain our relationships with current partners, and



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furthermore to develop new social networks with brands and operators," Chan concludes.

### ONE2ONE WITH: DALIAN INTERNATIONAL AIRPORT

Dalian International Airport duty free shop belongs to the commercial management company, which is a subsidiary of Dalian Airport. The revenue in 2016 was over 100 million yuan (US\$14.5m). The airport's best-selling categories are liquor, tobacco and fine foods. Its strategy to maximise

commercial revenues is focused on ensuring appropriate levels of stock for these key categories, while capitalising on the potential of both the cosmetics and fashion sectors. Meanwhile, in terms of retail developments, bidding on the arrival duty free shop has been completed and there are plans to begin the project very soon. Dalian International Airport's objectives in the ONE2ONE meetings are to get to know more new brands, and to learn more about trends in duty free & travel retail.



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Marina Bay Sands Exhibition Centre - Singapore  
Booth R11 - Level 1

Brown-Forman Global Travel Retail is featuring the newest entry to its whisky portfolio, BenRiach Single Malt Scotch Whisky, during this year's TFWA Asia Pacific Exhibition & Conference. BenRiach Scotches being showcased include: BenRiach Peated Quarter Cask Single Malt Scotch Whisky, BenRiach

## EXCLUSIVE WHISKY

Classic Quarter Cask Single Malt Scotch Whisky, and BenRiach 10 Year Triple Distilled Single Malt Scotch Whisky. All three are



travel retail exclusives. BenRiach Single Malt Scotch Whisky joins a Brown-Forman Global Travel Retail whisky portfolio that includes the Jack Daniel's Family of Brands, Woodford Reserve Bourbon, Double Oaked, Woodford Reserve Rye, Old Forester Bourbon, Coopers' Craft Bourbon, and Slane Irish Whiskey. BenRiach Quarter Cask Scotch Single Malts will be available in travel retail in both peated and unpeated expressions. Both are crafted at BenRiach Distillery and matured in Quarter Cask, which are bespoke casks that are hand-made in the Speyside Cooperage.

**Basement 2 M1+2**

Cabeau, the world leader in consumer travel products available in more than 110 countries, is exhibiting at this year's TFWA Asia Pacific Exhibition & Conference with a goal to expand its distribution in the opportunity-filled region. With Asia continuing to be one of the fastest-growing travel retail markets, the region is a high priority in Cabeau's travel retail strategy as it advances its position as a globally-recognised travel products company. This year Cabeau brings the latest innovations in its extended product line to Singapore, supported by fresh rebranding that mirrors its dedicated approach to the travel lifestyle. Each new product has been inspired by customers who have shared what they like, what works and what would further enhance their travels. Debuting its 2017

## SAFE TRAVELS



collection of functional travel accessories, Cabeau is introducing a range of new Luggage Straps, Luggage Tags and Luggage Locks,

ensuring that every passengers' belongings are safe, secure and easily identifiable.

**Basement 2 G23**

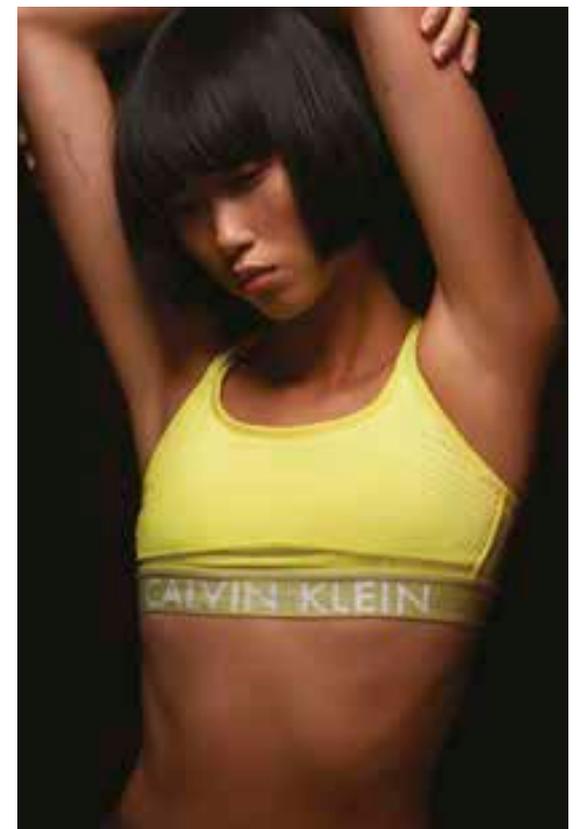
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## MOVE FREELY

Calvin Klein Performance offers contemporary, functional athletic wear for an active multi-dimensional lifestyle. This season, innovative fabrics and technology such as seamless, bonded fabrics and breathable mesh panels offer a lightweight and comfortable fit, as well as performance stretch as the body moves. Key silhouettes include capris, running tights, tank tops, sport bras, t-shirts, and hooded jackets rendered in authentic performance fabrics finished with stylish detailing. New fabrics and fresh colour palettes are updated with silhouettes suitable for a range of lifestyle activities. Marble or smoke prints



coupled with perforated details provide enhanced ventilation, giving it a stylish edge. The seamless collection is free of seams or stitching and comes with

dry fast function. They are lightweight, comfortable and offer a smooth fit on any type of body shape.

**Basement 2 M18**



Lindt & Sprüngli is thrilled to launch two new festive gifting ranges in the travel retail channel at TFWA Asia Pacific Exhibition & Conference, as Asia is a very important growth market for the brand. Lindt launches two new ranges to the gifting collections to commemorate the diversity of global festive celebrations. Lindt is building on the success of the Lindor and the Masterpieces collection with the launch of the striking and sumptuous

## GOLDEN MOMENTS

Golden Glamour Collection. Gold is the colour of festivity and luxury and, according to Lindt, the perfect colour to celebrate festive occasions. The range is comprised of the Lindor Golden Glamour Tube 400g, consisting of five flavours including the additional festive flavour

Lindor Caramel, and the Swiss Masterpieces Golden Glamour 266g box. Both versions are travel retail exclusive and feature flavours not available in the permanent Lindt duty free assortment. All products will be available from 2017.

**Basement 2 H2**

At TFWA Asia Pacific Exhibition & Conference this year, Morgan & Oates is looking to attract new business from beyond the inflight sector with airports, cruise ships/ferries and downtown retail all a high priority. On display is The Heritage Collection of irresistible and luxurious 60 x 180cm blended 10% Cashmere/90% Merino wraps, which has been extended with new florals such as Sunburst – a myriad of colour with soft gentle lilac flowers; versions in strong pinks or muted blues and greys, and the popular butterfly design. Woven in China's Mongolian region and offered in a seasonally-changing range of sophisticated, modern and classically on-trend designs, Heritage is one of Morgan & Oates' best-selling collections year in and year out.

## IRRESISTIBLE CASHMERE



Also on show are examples from The Mandarin Collection, The Balmoral Collection, The

Windsor Collection, and The Elixir Collection.

**Basement 2 J33**



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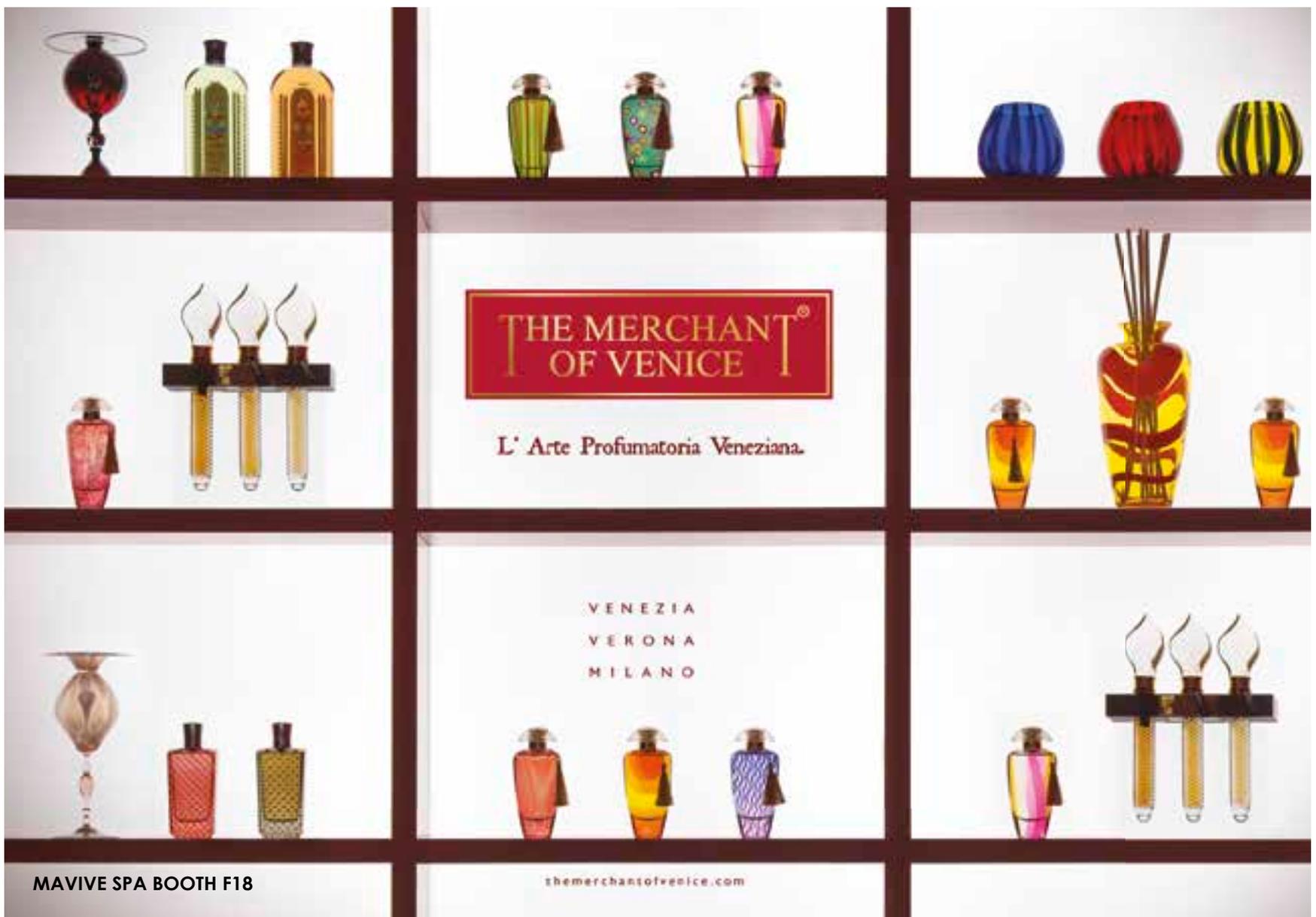
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While 2016 was a challenging year for the travel retail industry, and for the operation at Dubai Duty Free, the operator recorded impressive annual sales of US\$1.85 billion.

There are many factors behind this success, not least the opening of the 7,000sqm of retail space in Concourse D in February. Colm McLoughlin, Executive Vice Chairman

## DUBAI DUTY FREE POSITIVE FORECAST FOR 2017

& CEO, Dubai Duty Free, describes this as a very welcome addition to the existing retail footprint of 26,000sqm in Dubai International Airport, and reports that it is doing well. "We have also opened a

new area in the Control Tower area between Concourse C and B, which is very attractive and doing very well," he says. "We have consistently looked at ways of improving our retail offer to an

increasingly diverse passenger mix. We have collaborated more with our suppliers to ensure that we are delivering the right products at the right prices wherever possible. We are undertaking promotions, special offers and other such concepts, especially if a high volume of travelling traffic is expected. We have also increased our online presence this year. Meanwhile, the most important factor is training and motivating

our sales staff to provide great service 24 hours a day to the millions of passengers using the airport." It is a strategy that is delivering results. Dubai Duty Free's total gross sales were up by 1.17% in the first quarter of 2017, compared with first quarter 2016. Perfumes, Liquor and Tobacco remain the top 3 best-selling categories. "In terms of gross sales both Perfumes and Liquor have a marginal decline in the first quarter, however Tobacco has shown a positive growth of 3%," McLoughlin explains. "Other categories which have shown positive growth include Cosmetics at 7%, Electronics 15% – driven largely by Apple 7 and now

Samsung 8 sales – and Watches 5%." Furthermore, whisky grew by 4.31% in value, while wine increased slightly by 1%. "Cognac saw daylight during the first quarter of 2017, in which it grew by 2% in value," McLoughlin adds. "Largely due to the Chinese New Year promotional activation of different brands, we were able to maximise the potential and opportunities brought about by the impact of the Chinese consumers." Building on this strong start to the year, and with continued development of the retail areas at Dubai International Airport and Al Maktoum International, Dubai Duty Free's sales forecast for 2017 is positive.



The Dubai Duty Free Shopping Complex at Concourse D. Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free, describes this as a very welcome addition to the existing retail footprint of 26,000sqm in Dubai International Airport.



## INNOVATIVE JEWELLERY

Fashion jewellery expert DYRBERG/KERN returns to TFWA Asia Pacific Exhibition & Conference with a host of exciting new additions to its trendy portfolio. The brand has been focused on expanding its distribution in the Asia Pacific region for a few years, recording several inflight listings. Now extending its offering, DYRBERG/KERN is introducing several new items in Singapore. The Orion Sterling Silver 925 collection is designed and produced in 925 sterling silver and delicate semi-precious gemstones.

After having received great feedback and results on its Compliments ring concept, DYRBERG/KERN has decided to expand the line with bracelets. The idea is the same – exchange the top to change the look.

Statement watches are a hot trend in travel retail at the moment. Due to this, DYRBERG/KERN brings new colours to its Sublime watch collection, including hot pink, orange and turquoise.

Basement 2 D9

## BELGIAN CREATION

Godiva Truffles Délices, the exquisite new truffles collection from the premium Belgian chocolatier, are being unveiled at TFWA Asia Pacific Exhibition & Conference.

Bursting with innovative flavour combinations and tantalising textures, Truffles Délices will take truffle lovers on a contemporary culinary journey. A proudly Belgian creation, the indulgent chocolate truffle has been considered the 'ultimate' in chocolate craftsmanship since the early 19th century. The collection's chic packaging was created by Godiva's team of New York-based designers to celebrate visually the collection's delightful contrasts. The light pastel hues of the artwork are a nod to the aerated mousse fillings,



while the partially embossed packaging hints at the surprising multi-textural nature of the truffles.

Truffles Délices flavours include: Orange

Blossom, Citrus, Black Tea, Café Latte and Raspberry Rose.

Basement 2 E2

## BAROQUE TEA

Kusmi Tea is attending TFWA Asia Pacific Exhibition & Conference with a stand in its image, created with a streamlined and refined design, enhancing its multi-coloured baroque-style tins. The brand presents its story, values and products, along with a dedicated duty free innovation: a beautiful metal gift box with exclusive items inside.

Additionally, Kusmi Tea unveils a brand new gift set, beautifully designed with the Kusmi codes. This reusable box consists of a Kashmir Tchai 125g tin, an Earl Grey Intense 125g tin, and a tea infuser. A special gift for travellers is also included: the Kusmi Tea luggage tag. Offered in the set, the tag has



been exclusively created for the travel retail channel. This box is definitely the perfect product for travellers looking for a gift and willing to bring back a Kusmi souvenir from their travels.

Kusmi Tea will, once again, raise enthusiasm at TFWA Asia Pacific Exhibition & Conference.

Basement 2 E26



**TAX FREE WORLD ASSOCIATION**  
23-25, rue de Berri  
75008 Paris France

Tel : +33 1 40 74 09 86  
Fax : +33 1 40 74 09 85

**Alain Maingreud**  
MANAGING DIRECTOR  
a.maingreud@tfwa.com

**Cécile Lamotte**  
MARKETING DIRECTOR  
c.lamotte@tfwa.com

Produced by:



**Ian Hill**  
PUBLISHER  
ian@pps-publications.com

**Paul Hogan**  
MANAGING DIRECTOR  
paul@pps-publications.com

**Ross Falconer**  
MANAGING EDITOR  
ross@pps-publications.com

**Marta Dimitrova**  
ASSISTANT EDITOR  
marta@pps-publications.com

**Gavin Haines**  
**Jessica Mason**  
**Lucy Taylor**  
ASSISTANT EDITORS

**Richard Jende**  
HEAD DESIGNER  
richard@pps-publications.com

**Samita Brant**  
DESIGNER  
samita.brant@pps-publications.com

**Grant Pritchard**  
PHOTOGRAPHER  
photography@grantpritchard.co.uk

**PPS PUBLICATIONS LTD**  
3a Gatwick Metro Centre  
Balcombe Road, Horley, Surrey  
RH6 9GA, United Kingdom

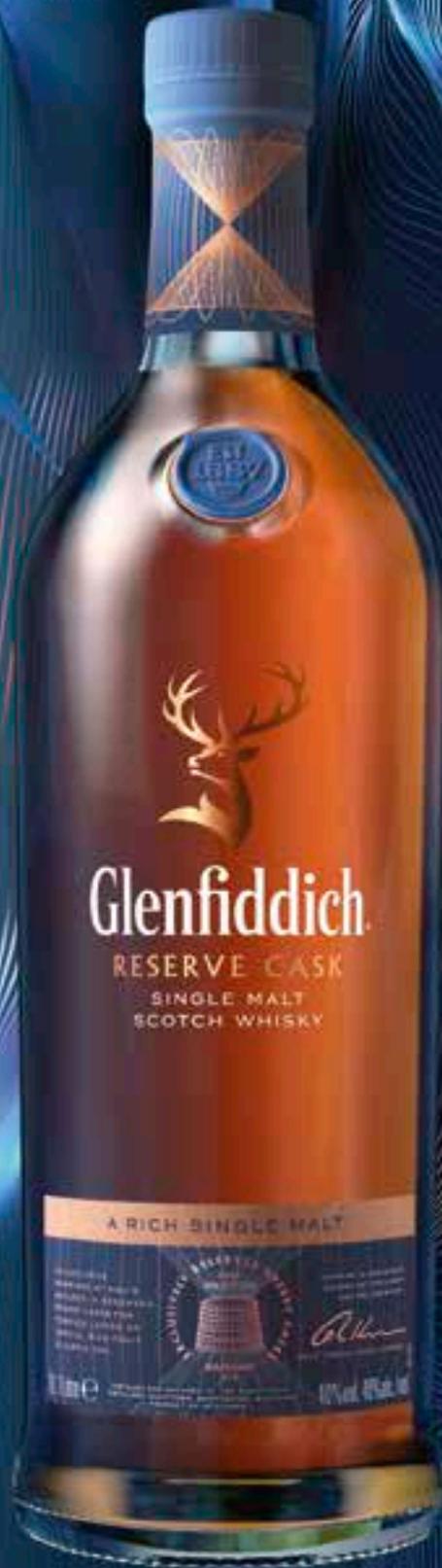
Tel: +44 1293 783 851  
Fax: +44 1293 782 959  
post@pps-publications.com

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