



TR industry supports 2nd annual DFA Charity Golf Tournament to raise \$250,000



From left: DFA's Joseph and Dov Falic, Gabe Groisman, Leon and Jerome Falic symbolically hand over a check for \$250,000 to Dr. Annette Bakker, William Brooks and Michael A. Divers of the Children's Tumor Foundation at the conclusion of the 2nd DFA charity Golf Tournament on Sept. 10 at the Weston Hills Country Club. Special recognition to Diamond Sponsors Pernod Ricard Travel Retail Americas, Clarins and Moet Hennessy Travel Retail, and Platinum Sponsor Philip Morris Duty Free. See photo gallery at www.dfagolf.com

"We are real believers in giving back to the community and we are always looking for charities in which we can make a difference. NF

The travel retail industry in North America turned out in force to help support the 2nd annual Duty Free Americas Charity Golf Tournament Sept. 10, raising \$250,000 for the Children's Tumor Foundation, an organization dedicated to ending Neurofibromatosis (NF) through research. Last year, at the inaugural DFA Charity Golf Tournament, the company raised over \$180,000 for Breast Cancer Research.

More than 200 golfers, a dozen tennis players, and scores of other duty free suppliers and service providers participated in the 2015 event at the beautiful Weston Hills Country Club in Weston, Florida.

DFA completely underwrote the event, with 100% of the monies raised through sponsorships, raffle and auctions, and donations going to the charity.

This year's chosen charity recipient for the DFA Golf tournament, the Children's Tumor Foundation, is tasked with finding a cure for NF -- a genetic disorder that affects one in every 3,000 people and can cause tumors to grow on nerves throughout the body. Complications from NF can lead to disfigurement, deafness, blindness, skeletal abnormalities, learning disabilities, malignancies and debilitating pain.

The disease affects all populations equally and there is not yet a cure.

is such a worthy cause. There are so many people that suffer from this disease, it is unbelievable. We heard about it, researched it and are devoting this year's proceeds to it. We will find another charity to support next year," DFA CEO Jerome Falic tells *TMI*.

"Thank you everyone here for making a difference. It is all about making the world a better place. We are all about giving back, but we couldn't do it without you," said Jerome Falic during his opening remarks at the cocktail/dinner.

Falic gave special thanks to Jon Bonchick, for suggesting the idea of a charity event, and Dania Roig and the rest of the DFA staff, for their stellar results in organizing the event.

More passengers passing through Canada's airports

Canada's airports continue to see significant growth in the domestic, trans-border and international passenger segments. For Canada's ten busiest airports, demand over the first half of 2015 rose 4.1% year-to-date, down slightly from the 6.1% year-to-date growth experienced through the same period in 2014.

The year-to-date result is stronger than 2012 and 2013, which saw increases of 3.7% and 2.7%, respectively.

Among the 8 busiest airports in Canada, Winnipeg (5.6%) and Toronto Pearson (5.1%) achieved 5+% growth for all segments in the first half of the year. For transborder flights, 4 of these 8 airports are reporting growth led by Vancouver (10.2%), Toronto Pearson (6.5%) and Ottawa (5.0%), while international traffic is up at 6 of the 8 airports with Toronto Pearson leading the way at 9.5% and Montreal Pierre Elliott Trudeau at 6.5%.

PEOPLE

Godiva Chocolatier has appointed **Matthew Hodges** as General Manager Global Travel Retail.

Hodges has a broad background in marketing, strategy, commercial and general management and is well-known in the travel retail channel, where he most recently worked for **Rémy Cointreau** as Global Marketing and Business Development Director Global Travel Retail, based in Singapore.

Hodges' new role commences on September 28. Hodges succeeds **Christoph Neusser**, who led the division for the past 2 years.

"I am delighted to have Matthew join Godiva to head our important Global Travel Retail business. Matthew brings significant relevant commercial and strategic experience that will help us in working closely with our customers to grow together," says Godiva CEO **Mohamed Elsarky**. "I would like to take this opportunity to offer sincere thanks to Christoph Neusser for his leadership during the last several months."

Jonatan Gramage, former **Godiva** Assistant Trade Marketing Manager, Americas and Caribbean Global Travel Retail team in Fort Lauderdale, has been promoted to Associate Marketing Manager in Godiva's North American Marketing Activation and Product Development team based in New York City. The new position is effective September 15th, 2015.



Hennessy tops the IWSR's World Class Brand ranking

Hennessy has been named the top-performing global spirits brand in this year's IWSR World Class Brands rankings. The LVMH-owned cognac rose from last year's third position, edging out Jack Daniel's for the top spot. Jameson, Grey Goose and Jim Beam rounded out the top five brands.

The IWSR's World Class Brands list is the definitive ranking of top-performing global spirits trademarks. 142 brands met the IWSR's definition of 'international'. The IWSR then scored each of these brands on its overall market volume in 2014, average price per case and volume growth over the last year.

Last year's top World Class Brand, Johnnie Walker, reached only no. 34 this year due to a loss of global volumes between 2013 and 2014, says the IWSR.

Hennessy rose to the top of the list despite the crackdown on conspicuous consumption in China where the brand fell nearly -21% in 2014 and the economic problems in Russia - two key markets for the brand. Hennessy achieved an overall market volume

of 5.2m cases in 2014, an average price per case of just under \$800 and volume growth of 3% in 2014. The brand was particularly strong in the US, rising by just under 10% in 2014 over 2013 to reach 2.5m cases.

Hennessy also saw high rates of growth in South Africa, Nigeria and travel retail.

The IWSR #2 brand Jack Daniel's was "riding the crest of the US whiskey revival," with innovations such as Tennessee Honey and Tennessee Fire helping to bring in non-traditional consumers, such as females, and participate in new drinking occasions.

Jameson also remains one of the real momentum brands in the US and, last year, surpassed the 2m-case mark there.

Not one Scotch brand ranked in the top 10 of this year's World Class Brands list despite having the largest overall number of brands on the list with 40. The growth of US and, to a lesser extent, Irish whiskey may also be a contributing factor behind the Scotch slowdown.

MP

Chocolate Frey withdraws from Travel Retail & Export channels

Last week ended with the sudden announcement that Chocolat Frey had decided to withdraw its business from Export and Travel Retail markets. Subsequently, the Swiss chocolate brand will not be exhibiting in Cannes next month.

The formal announcement said:

"Due to the changing business and economic environment, Chocolat Frey has been forced to undertake an extensive review of its export strategy as Brand Chocolat Frey.

"On the basis of this review, Chocolat Frey has observed that a sustainable Brand business requires substantial long term investments. Due to the current economic environment (exchange rates/increased costs of raw materials, etc.) the company can no longer fulfill the requirements needed to achieve a sustainable and successful market position.

"For this reason, the Board of Chocolat Frey has decided to a withdrawal from the Brand business in all Export-Markets and in the Travel Retail Worldwide by the end of the year. Business Partners and Customers have been informed separately."

Patrón Tequila introduces DF exclusive Patrón Extra Añejo 5 Años

Ultra-premium tequila Patrón is introducing Patrón Extra Añejo 5 Años, a rare, limited edition extra añejo tequila exclusively for sale in duty free.

The tequila is made from the finest 100% Weber Blue Agave from the harvest, baked in brick ovens for about three days and then crushed, fermented and distilled using the "tahona" process together with the more modern roller mill method.

The tequila was aged in a combination of new American oak medium toasted barrels and used whiskey barrels for five years. The result is a tequila notably light in color for its aging, yet exhibiting intense aroma and complex flavors.

"Extra añejo tequilas are very difficult to create because tequila that has aged for too long in the barrel can take on too much wood taste and lose much of their natural agave flavor," says Patrón Master Distiller Francisco Alcaraz. "But through the years of tasting different wood types, combined with placing barrels in different microclimates within our aging room, we have proudly created an extra añejo tequila with just the right balance of wood that complements and doesn't overpower the tequila's agave characteristics."

Less than 500 cases of this limited-production spirit were produced, and will only be available in global travel retail, on shelf starting in early 2016.

The company is also bringing its new Patrón Citrónge Mango liqueur to Cannes (H36 Green Village), which was introduced this summer in domestic markets; and a new special edition collector's tin celebrating Mexico. Cannes visitors will also be able to experience a virtual journey to Patrón's agave fields and distillery in Jalisco, Mexico through the unique "Art of Patrón" Virtual Reality Experience.



David Ferreira
dferreira@cross.com

Cross launches global rebranding campaign celebrating human potential and the pursuit of greatness

Iconic American writing instrument brand Cross has officially unveiled a new brand identity.

The new look of the brand – which got its start during the California Gold Rush of 1849 with gold pens – combines a contemporary new look, innovative new products and an authentic messaging campaign, which the company says is aimed at re-positioning the brand among the most prestigious American luxury brand names.

The rebranding reflects both the history of the company, as well as its vision for the future.

“We are introducing a modernized version of the Cross brand, staying true to its brand roots, historic legacy and the identifiable iconography of its origins,” said Magnus Jonsson, Global CMO, A.T. Cross.

“The new gold and black colors pay tribute to the brand’s historic past, while the modernized brand symbol, the determined Cross lion, reflect both the original brand symbol and the spirit and attitude of our core consumer. Pairing this essence with innovative new products like the Townsend Electronic Stylus and a global advertising campaign that celebrates our

consumer, we find a complete effort to re-introduce Cross as the apex of usable American luxury,” he added.

The campaign will personify its brand truths such as “inspired ingenuity” through a series of black and white, visual narratives. These will capture moments where selected artists and entrepreneurs are immersed in rich experiences surrounding their endeavors.

The campaign chronicles: **Peter Thum**, social entrepreneur and founder of Ethos Water and Fonderie 47; **Kate Davis**, musician, singer-songwriter who was named one of MTV’s “15 Fresh Females Who Will Rule Pop”; **Cris Cab**, internationally famed, singer-songwriter; and **Öyama Enrico Isamu Letter**, artist, essayist, and business person inspired by street art and culture.

Each of these artists is shown using a Cross pen to produce aspects of their works. The models that inspire the relaunch efforts are *The Classic Century*, *The Century II*, the *Townsend* and the *Peerless*.

According to David Ferreira, Head of Global Travel Retail for Cross, the company will be updating all its Travel Retail

fixtures to reflect the new branding, and will officially unveil the new colors in Cannes.

“The updated Travel Retail self-serve fixture (shown here) combines all the benefits of the previous one mixing several product categories, each generating revenue without cannibalizing the others. It also introduces 5 luxury items in a closed shelf and allows expansion for new categories like small leather goods. This fixture perfectly conveys our new identity taking in consideration the specificities of Travel Retail,” Ferreira tells *TMI*.

Star Wars collection

In addition to the new branding, Cross last week also unveiled a collection inspired by the original *Star Wars* film trilogy.

The series features iconic *Star Wars* characters C-3PO, Darth Vader, and Stormtroopers. The *Star Wars* limited edition collection from the **Townsend line** is limited to 1977 units per character with character details etched into the finish, (MSRP \$450-\$575). The **Click Star Wars Gel Ink Pen Collection** symbolizes the spirit of each character for everyday writing needs (MSRP \$45). The collection is completed with the *Star Wars* journal collection from the **Jot Zone line** (MSRP \$40).



Uruguay Border Free Shop meeting postponed until '16

South American Duty Free Association ASUTIL and trade group Camara de Empresarios de Free Shops del Uruguay (CEFSU) have announced that the Third Border Meeting that was to be held in Puerto Iguazú, Argentina on November 16-17, has been postponed until sometime in 2016.

A joint announcement released under the signatures of ASUTIL Secretary General Jose Luis Donagary and CEFSU Secretary General Carlos Loaiza on Sept 10, cited the probability of a run-off election in Argentina and the current political and economic situation in Brazil among the reasons for the cancellation of this year's meeting.

"The reasons that led to this decision are headed by the almost

certain second round (Ballotage) in the elections for president of Argentina which would be on Sunday, November 22, and the complex political and economic situation in Brazil. It is not possible to hold the meeting at an earlier date than planned given its proximity to the event TFWA and the upcoming opening of Melancia Shopping, nor post-dated given the proximity to the end of the year.

"Therefore, with great expectations, we look forward to gather together again on the 3rd Border Meeting in 2016."

For more information please contact asutil@asutil.org or secretaria_general@freeshops.org.uy

GODIVA

GTR Americas & Caribbean has an opening for an Assistant Trade Marketing Manager

In the Ft. Lauderdale office.

The position reports to the Global Travel Retail Trade Marketing Manager for the Americas Region, to support the execution of all marketing and promotional initiatives in the Region, including coordinating all collateral and POS materials to support and execute special events and promotions.

Main duties and responsibilities consist of Marketing 70%; Invoices / Finance 25%; and Administrative 5%.

English is mandatory, with Spanish an advantage. Must have experience with the creative process – design/layout development and print production is required, as well as advanced computer skills M/S Office.

Must have a 4-year University degree and experience with luxury/premium brands. Travel Retail experience is an advantage.

Please apply online at: <https://www.godivachoc.apply2jobs.com/ProfExt/index.cfm?fuseaction=mExternal.showJob&RID=2338>
Or visit our website at www.Godiva.com

Haleybrooke International to represent U'Luvka Vodka in Travel Retail

Haleybrooke International (HI) has announced that it will represent U'Luvka Vodka in Duty Free and Travel Retail in the Americas and Caribbean.

"U'Luvka Vodka is a winning brand. It's an internationally popular vodka which I know will do well in the duty free sector. Many Travel Retail operators prefer to sell whiskies and cognacs due to the higher price points but U'Luvka Vodka has a very high retail for a vodka and the packaging and quality vodka justifies what we believe is a perfect retail position," says Patrick Nilson, President of Haleybrooke International.

U'Luvka Vodka, a super-premium vodka, made from the finest rye, wheat and barley grown in Northern Poland, will be selling in duty free at US\$ 45 for a 750ml. The bottle design has won seven international awards for best packaging in the past two years. U'Luvka vodka

"I am looking forward to bringing this vodka to my duty free customers. For one, the vodka is outstanding. It's won over sixty-six international awards including 'best super premium vodka in the world.' In addition, the bottle is aesthetically impressive; it catches your eye and people will stop to take notice of it," says Roger Thompson, Vice President of Haleybrooke International.

"I am looking forward to working with Haleybrooke International and introducing U'Luvka Vodka to duty free. I believe it is a critical decision to choose the right partners and I am confident that we are putting our brand in very good hands. This alliance will have a positive outcome for all consumers who shop duty free. They will have the benefit of access to one of the best super premium vodkas in the world, U'Luvka Vodka!" says Wojtek Wydro, Sales & Marketing Director of U'Luvka Vodka.



MONARQ
drinks distribution & marketing group

THE MONARQ GROUP has an immediate opening for a Sales and Marketing Assistant in its Miami Office.

Candidate must be fluent in English and Spanish, as well as proficient in Microsoft Office programs- knowledge of Publisher and Adobe Illustrator a plus.

The Sales and Marketing Coordinator is responsible for key administrative tasks, including commercial and marketing follow-ups, program implementation, reporting, and marketing support.

The ideal candidate must possess strong organizational skills, be able to multi-task and be a self-starter. Background in the Wines and Spirits industry a plus.

Please send your resume, or questions about the position to: HR@monarqgroup.com



U'Luvka Vodka's award-winning packaging

MEADFA registration opens online

Online registration is now open for the 2015 MEADFA Conference organized by The Middle East & Africa Duty Free Association and TFWA. The event will take place Nov. 23 – 24 at the King Hussein Bin Talal Convention Centre at the Dead Sea in Jordan. For information please log on to www.tfwacom

BEAUTE PRESTIGE INTERNATIONAL - BPI

has immediate openings in the Miami office for the following positions:

Commercial Assistant (full-time) -

Candidate must be fluent in English and Spanish and possess exceptional customer service and organizational skills. This position will be responsible for processing orders and assisting the Area Manager with day to day operation.

Knowledge of MS Office applications (with strong proficiency in Excel) is a must. SAP knowledge and industry experience is a plus.

Use reference

\u001Amktcrd072015\u001A when submitting resume.

Merchandising Coordinator (part-time temporary to permanent)

\u001A20 hrs/wk to assist the Marketing Department with merchandising projects. This position calls for strong proficiency in computer-aided design (CAD) packages, such as AutoCAD and SketchUp, to create/modify designs for counters and in-store displays.

Use reference

\u001A20 hrs/wk to assist the Marketing Department with merchandising projects. This position calls for strong proficiency in computer-aided design (CAD) packages, such as AutoCAD and SketchUp, to create/modify designs for counters and in-store displays.

Send resumes to

gcamplani@bpi-sa.com

(Apply only if you are able to legally work in the USA)