



Rick Bubenhofer steps down from Brown-Forman; will start his own public relations firm

Rick Bubenhofer, Brown-Forman's long-time Director of Public Relations, is closing one chapter of a respected career and embarking on an exciting new experience.

With his last day of work at Brown-Forman today, June 30, he ends nearly two decades with the company.

Tomorrow he starts his own small public relations operation working out of Louisville and New York City with a particular expertise in spirits and travel retail.

"I've been at B-F for 18 very exciting years. B-F has always given me and my team the freedom to do what needs to be done. The operating philosophy of the B-F PR team is 'We are only limited by our imagination.' We can dream it up," he tells *TMI's* Michael Pasternak during a

meeting at the company headquarters in Louisville, Kentucky.

"One of my areas of expertise is recognizing what is newsworthy and interesting and what people want to read about or see. I am going to do what I love to do and step back from getting into management, budget, and human resources."

Bubenhofer says his new company will capitalize on his knowledge and relationships built up over the past two decades.

"I have wonderful relationships with the *Wall Street Journal*, the *New York Times*, the *Financial Times*. For the past 18 years I have been dealing with the major news operations around the world."

While spirits has been his forte, Bubenhofer says his new PR firm is open to representing many products, but with an emphasis on duty free.



Rick Bubenhofer reminisces about special moments over his past 18 year-career with Brown-Forman.

"Fundamentally public relations is public relations. Duty free will be an important player in my company."

Bubenhofer has been working with the duty free industry since 2000. However, prior to meeting Richard Ferne, then B-F VP, Director of Global Travel Retail, and first attending the IAADFS Show of the Americas in Orlando and the TFWA World Exhibition in Cannes, he knew little about the channel.

"I'm an American. Back then, duty free was buying cheap rum when you went to the Bahamas. That's about all I knew about duty free. I went to the IAADFS show in Orlando for a day and I got a taste. I started working with Richard Ferne more closely and he invited me to go to TFWA Cannes.

"I immediately became massively intrigued with travel retail/duty free and started learning more and more about it. And I got to know the players, the personalities, and more importantly, the journalists."

Bubenhofer has a strong relationship with the duty free media, organizing press trips to Brown-Forman distilleries and wineries around the world.

"The first Brown-Forman duty free press trip was so exciting," he recalls. "After the IAADFS show in Orlando we went to Jack Daniel's Distillery in Lynchburg, Tennessee and down in the bayou in Louisiana at the Woodland Plantation, which was the plantation house that graced the label of Southern Comfort for a half a century. A gentleman by the name of Paul Pasternak was on that particular trip, along with Martin Moodie and Doug Newhouse," he remembers.

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IAADFS elects Erasmo Orillac Chairman of the Board; Michael Payne named IAADFS President & CEO

The International Association of Airport Duty Free Stores (IAADFS) has announced that the Board of Directors has elected Erasmo Orillac of Motta Internacional, SA, to fill the unexpired term of Alberto Motta Jr. who passed away in April. The IAADFS Board meeting took place on June 27.

To provide more clarity regarding leadership and governance roles, the Board also voted to change the association's bylaws to retitle the role of chief volunteer leader to Chairman of the Board and retitle the role of chief staff executive to President & CEO.

Erasmo Orillac takes over as Chairman of the Board for a term that expires in 2018.

Michael Payne was named President & CEO of IAADFS.

Erasmo Orillac is the Chief Executive Officer of Motta Internacional, SA, and serves on the company's Board of Directors. He has been a member of the IAADFS Board of Directors since 2005 and has occupied several key roles on the Board, including chair of the Audit Committee and member of the Membership Review Committee.

"Erasmo's experience on the IAADFS Board, his knowledge of the duty free market in Latin America, and his relationships with the supplier community will all be valuable assets as he serves in the role of IAADFS Board Chairman," commented IAADFS

President & CEO Michael Payne.

Added Orillac, "I am very happy to continue working with Michael, who has been serving in his role since 1991, and who brings much knowledge and experience to the association."



Erasmo Orillac and Michael Payne



BROWN-FORMAN

Rick Bubenhofer reminisces about 18 years at B-F

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"Since then, these trips have become very popular among the duty free press. I think that is what intrigued me about the travel retail industry: the personalities," he says.

Bubenhofer even had a cocktail named for him at a press trip to Louisiana in 2010.

"There was a drink that was enjoyed down there that had no name. It was along the lines of a shot of tequila, but it was made with a slice of orange, a mound of cinnamon on your hand, and a shot of Southern Comfort. It was christened The Bubenhofer!

"It is my understanding that it is still on the menu down at the Woodland Plantation. In my retirement I am going down there to go fishing and I will be sure to toast the journalists of duty free with a Bubenhofer," he promises.

Bubenhofer says he will particularly miss the people he has worked with at B-F. He was originally hired at B-F as a Senior Manager for Public Relations in 1999, after which he became the company's first Director of Public Relations.

"Phil Lynch, B-F VP, Director of Corporate Communications, called me out of nowhere and asked if I was willing to come down and talk to them at Brown-Forman. I said 'Phil, I'm flattered, but I don't know whether I could work for a tobacco company or not.' He says 'No. That's Brown & Williamson. We're a whiskey company.' I went 'Well I could work for a whiskey company.' And I did."

"Phil Lynch is the guy who hired me 18 years ago. And when I walk through the door on June 30 he will still be my boss," says Bubenhofer.

"Hiring Rick was the smartest thing I ever did. Rick is the best PR guy I've ever known. He is amazingly creative. His whole game plan is making it easy for journalists to do their job. It has been a great run for 18 years," says Lynch.

"One of my first months at B-F this guy called me up and said 'I hear you are the new PR guy. My name is Chris Morris. I'm on marketing for Woodford Reserve. Can you come over here and talk to me about doing some stuff with us?"

And that is how I met Chris Morris, who is now our Master Distiller. Chris and I have worked together forever," he recalls.

"I have a terrific team that has been with me for quite a while. That is going to be the difficult part of retiring from Brown-Forman. I have some people who have been with me for 14 years, 12 years, 8 years. I would put the performance of the B-F PR team up against anybody," he says..

Bubenhofer has had many PR successes in his 18 years with B-F, but he points to a few particular favorites.

"The Kentucky Derby has been one of my greatest experiences as Woodford Reserve has been the official bourbon of the Kentucky Derby for years. About 11 years ago we came up with what turned about to be the biggest PR coup of my career: the creation of the \$1,000 mint julep. It was so cool that it was an item on Saturday Night Live.

"Another great example is when B-F marketed Amarula in the U.S. we announced it at the Central Park Zoo and invited the

cast of The Lion King to perform. We also had the ambassador from South Africa as the keynote speaker."

B-F has also hosted major events at both the Cannes and Orlando shows.

"B-F announced the Jack Daniel's Sinatra Select through duty free. We went to Cannes and held a press conference announcing the new collaboration, and the news was picked up around the world.

"And we also had the \$3 million bottle of Chambord at the IAADFS show in Orlando. The liqueur bottle was encrusted with diamonds, gold and pearls. IAADFS officials said they had never seen a bigger turnout for an event. The buzz that it generated was incredible. I love that part of my job."

Bubenhofer hopes to continue working with the duty free industry with his new job.

"I am looking forward to the next phase of my life. Hopefully I will get to see the duty free press representing clients in Cannes, Orlando, and Singapore."



Bubenhofer was the guiding force behind the most memorable of Brown-Forman's duty free press trips, such as this visit to Chambord in 2012.



Top Cuban diplomat in US urges patience in doing business with Havana

By Larry Luxner



José Ramón Cabañas, Cuba's ambassador to the United States, speaks June 9 at the Meridian International Center's Cuba Cultural Diplomacy Forum in Washington DC. PHOTO BY JOYCE N. BOGHOSIAN / MERIDIAN INTERNATIONAL CENTER

WASHINGTON — The United States has “moved beyond” the debate over whether it’s time to improve relations with Cuba. With diplomatic ties already a fact of life, the urgency now is deepening that relationship through economic and cultural exchange — and ending the trade embargo that has defined U.S. policy toward the island for the last 55 years.

So says José Ramón Cabañas, Havana’s man in Washington since 2012.

For most of that time, Cabañas was chief of the Cuban Interests Section, officially an annex of the Swiss Embassy. But on Sept. 17, 2015, Cabañas presented his credentials to President Obama as Cuba’s first full-fledged ambassador to the United States in more than half a century, following the restoration of those ties nine months earlier.

“It’s no secret that most Americans support a better relationship with Cuba. It’s the same thing from our end,” said Cabañas, addressing the Meridian International Center’s half-day Cuba Cultural Diplomacy Forum. His June 9 speech came less than a month after Carnival’s 704-passenger *Adonis* became the first U.S. cruise ship in 50 years to sail from Miami to Havana, and one day before the Department of Transportation cleared half a

dozen U.S. airlines — including American, Frontier, JetBlue and Southwest — for takeoff to nine Cuban destinations.

“At the diplomatic level, every other day we have something new, or another round of talks. We have so many initiatives from companies large and small that we are thinking of forming an economic steering committee,” he said.

“When you have such a large demand, you have to make priorities. You cannot deal with everything at once.”

Cabañas was the first of 26 speakers at the Cuba Cultural Diplomacy Forum; others included Ben Rhodes, Obama’s deputy national security advisor for strategic communications; Peter Schechter, director of the Atlantic Council’s Adrienne Arsht Latin America Center; former U.S. Commerce Secretary Carlos M. Gutiérrez, and Ambassador Vicki Huddleston, who headed the U.S. mission in Havana from 1999 to 2002.

The fact that Meridian’s Cuba event — underwritten by banker Adrienne Arsht and agribusiness giant Caterpillar — attracted a standing-room only crowd underscores the intense interest in an island that has fascinated Americans for decades.

About 161,000 U.S. citizens of non-Cuban origin traveled to the island in 2015, and arrivals in the

first half of 2016 are already up 94%, said Cabañas. That follows a significant relaxation of U.S. regulations that for years made it next to impossible for average Americans to visit this tropical paradise only 90 miles from Florida’s shores.

“How many will go this year, I don’t know. But it puts a lot of pressure on agencies, authorities and institutions that must respond to their demands,” said Cabañas.

“We are doing things the way Cubans do things: upside down. It will take a while, but after people have waited for so many years to have that freedom to travel to Cuba, we cannot say, ‘let’s wait until we have the infrastructure.’ We welcome visitors now.”

At the moment, said Cabañas, the U.S. and Cuban governments are negotiating agreements on 18 subjects ranging from law enforcement to marine conservation.

“We have signed nine memoranda of understanding on specific areas like civil aviation that we have to implement,” he said, noting the nonstop flurry of Cuban officials streaming to Washington ever since the Cuban flag went up over the country’s mission on Sixteenth Street NW last July for the first time since 1954.

Since then, several state and municipal officials have brought delegations to Cuba, looking to

expand trade and investment opportunities. While it’s easier than ever to visit the island these days, the trade embargo itself is still very much in place — and because of the 1996 Helms-Burton Act, only Congress can revoke those sanctions.

And while Democrats and Republicans may not agree on much this presidential election season, one thing both sides seem to support is an end to anti-Cuba sanctions that have accomplished virtually nothing in the past 55 years, except maybe to shut out U.S. companies from a potential market of 11 million consumers.

“It’s very difficult, if not impossible, to tell a U.S. businessman that the Cuban market is forbidden,” said Cabañas. “People are knowledgeable about the new Cuban legal framework, and they simply want to be part of that. And it’s difficult to tell port authorities in South Florida not to look to the port of Mariel — especially now that the Panama Canal is being expanded.”

Cabañas said that as chief of the Cuban Interests Section and now the Cuban Embassy, he’s had the chance to visit many cities across the United States, including South Florida — home to a thriving community of more than a million Cuban exiles.

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Panama's long-awaited canal expansion opens for business

Panama opened the long-delayed US\$5.4 billion expansion of its shipping canal on Sunday, inaugurating the interoceanic waterway and ushering in a new era in global trade.

The Chinese container ship "Cosco Shipping Panama" entered the Agua Clara lock on the Atlantic side at 7:50 a.m. to begin the first crossing of the 50-mile-long waterway. It was due to emerge on the Pacific side by 5:00 p.m.

The expansion, which triples the size of ships that can travel the canal, allows the passage of a new generation of super cargo ships, and caps a nine-year, \$5.4 billion expansion project that will double shipping capacity and impact global trade routes.

With the new expansion, Panama can host 98% of the world's shipping, and compete against the Suez Canal and U.S. land routes made cheaper by low oil prices.

According to the Canal Authority website, the Expansion Program is the Canal's largest enhancement project.

Cuban diplomat in US urges patience

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"I can tell you that young people have a lot of expectations, and they don't care about the embargo," he said, urging Congress to "support the end of sanctions" against his country that have caused untold suffering and cost the Cuban economy billions of dollars since its inception in 1962.

Noting the large numbers of executives from Caterpillar and other Fortune 500 companies in his audience hoping to do business in Cuba, Cabañas counseled patience: "My only advice to you is don't be in a rush. We Cubans do business in our own tropical way — a nice mix of *mojitos* and good cigars — and in many cases it takes a while."

It included the construction of a new set of locks on the Atlantic and Pacific side of the waterway and the excavation of more than 150 million cubic meters of material, creating a second lane of traffic and doubling the cargo capacity of the waterway.

While the Expanded locks are 70 feet wider and 18 feet deeper than those in the original Canal, they use less water due to water-savings basins that recycle 60% of the water used per transit.

The latest generation of gigantic carriers -- more than 46 meters wide and 275 meters long -- could not fit through the original 102-year-old canal. Unable to reach the U.S. East Coast by sea, many of the mega-carriers from Asia unloaded their goods in the ports of Los Angeles and Long Beach for shipment by rail to the rest of the country and beyond.

The revitalized canal has also spurred major construction projects at ports on the U.S. East Coast and Gulf of Mexico. The ports of Miami, New York and Houston have deepened their harbors,



Chinese container ship Cosco Shipping making the inaugural crossing of the new Panama Canal extension, which opened to shipping on Sunday, June 26. Photo courtesy of the Panama Canal Authority.

expanded rail access and installed gigantic cranes to service the massive ships.

By 2021, the Panama Canal Authority (ACP) is hoping the project will bring in US\$2.1 billion per year in added revenue, representing 2.8% of GDP. According to Mercopress, 170

ships have already signed up to use the canal in the next three months.

Mercopress also reports that the ACP already has a US\$17 billion plan for a fourth set of locks to lure even bigger ships that can now only travel through the Suez Canal.

Six U.S. airlines are cleared for Cuba; 1st US branded hotel opens

On June 10, the U.S. Department of Transportation approved six airlines to offer flights between the U.S. and Cuba: American Airlines, Frontier Airlines, JetBlue Airways, Silver Airways, Southwest Airlines and Sun Country Airlines.

The flights could be available as early as this fall, and will be departing from Miami, Fort Lauderdale, Chicago, Philadelphia, and Minneapolis/St. Paul.

The flights have been approved to land in nine Cuban cities, including Camagüey, Holguín and Santiago de Cuba.

In more news from Cuba, the military-owned Gaviota 5th Avenue Hotel in Havana became the first Cuban hotel to operate under a U.S. brand, when a *Four Points by Sheraton* sign went up last week.

It is one of two hotels that Starwood Hotels & Resorts Worldwide agreed to manage in a multi-million-dollar deal with Cuba that was signed in March. According to Starwood's website, it will start operating state-owned Gran Caribe Inglaterra Hotel under its Luxury Collection brand on Aug. 31.

Diageo GTR launches Johnnie Walker Island Green blended malt

Diageo Global Travel has announced the launch of Johnnie Walker Island Green, a blend of single malts, as a travel retail exclusive from July 2016.

Johnnie Walker Island Green captures the distinctive style of individual mature malts from the four main whisky regions of Scotland with added prominence given to island malts.

"The launch of Johnnie Walker Island Green is a true game-changer for the Scotch Whisky category in travel retail. For the first time ever, we are able to offer our customers an exclusive blended malt whisky from the biggest spirits brand in the channel, strongly supported with the backing of Johnnie Walker investment and marketing activation," says Doug Bagley, Managing Director of Diageo GTME.

Johnnie Walker Island Green will be available exclusively in travel retail outlets globally from July 2016 retailing at \$60USD (RRSP) for a 1L bottle.



SFO breaks ground for Terminal 1 renovation

New

Essence Corp

has an immediate opening for a **Brand Manager**.

The ideal candidate must have marketing and/or sales experience preferably within the luxury brand industry.

Strong communication and presentation skills.

This individual will be responsible for purchasing, inventory management, marketing plans, price lists, brand communication and reporting.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral. French is a plus.

Please send resumes

to lpiedra@essence-corp.com & musallan@essence-corp.com

THE SHISEIDO GROUP

has the following open positions in its Marketing Department:

Product Manager for its Skincare/Make-up brands and a **Marketing Assistant** to assist the Fragrances TR Brand Manager. Candidates must have at least 2-3 year experience in the industry with a Marketing or Business related degree preferred.

We are also looking for an **Administrative Assistant** for our HR/Administration Department.

&

Travel Retail Sales Manager South America based in the Miami office.

Minimum qualifications: Bachelor degree or above in Business; 3 years' experience in a sales position within the industry; excellent communication skills (English/Spanish); strong management and analytical skills; 50% travel.

To apply please contact gcamplani@bpi-sa.com

San Francisco International Airport (SFO) held a groundbreaking ceremony on Wednesday, June 29, to celebrate the renovation of Terminal 1, the airport's oldest passenger facility.

The \$2.4 billion project, slated to be completed in phases from 2016 to 2024, will create an interim Boarding Area B to accommodate continued passenger activity while an entirely new structure takes shape.

The ambitious project will also create a new centralized security checkpoint, a new consolidated baggage handling system, new dining and retail concessions, and post-security connecting walkways.

The groundbreaking ceremony also marked the final public appearance of SFO Airport Director John L. Martin before his retirement after 20 years with the airport.

"The renovation of Terminal One is a perfect

retirement gift, and the completed facility will serve as a tribute to his visionary leadership," said Mayor Ed Lee.

Originally opened in 1963 as the "South Terminal", the Terminal 1 facility is the oldest passenger terminal in use at SFO. The project will include the demolition of existing facilities and reconstruction of a new Terminal 1 Center and Boarding Area B. An Interim Boarding Area B, made up of nine full-operations gates, will be developed while future facilities are constructed.

Upon completion, Boarding Area B will feature a total of 24 gates, including 6 gates which can accommodate international arrivals by providing direct access to the U.S. Customs & Border Protections Federal Inspection Area. Connecting walkways located post-security will provide easy access to International Boarding Area A and Boarding Area C.



Terminal 1 Redevelopment. Expected Completion, 2024.

MOVADO

is seeking an **Area Sales Manager for key chain accounts and independent accounts for the Caribbean.**

Position based in Miami and reporting to Travel Retail Sales Director.

Responsibilities include both sell-in and sell-out management, elaboration & implementation of sell out plans to further drive retail sales, assortment & inventory management, working with the marketing department to build the trade plan for each account and ensure retail excellence in stores. Ideal candidate has at least 5+ years of previous account manager/area manager experience, strong retail experience in luxury or consumer goods industries, Caribbean market knowledge a plus, exceptional interpersonal skills, strong business acumen skills and entrepreneurial mindset and a can do attitude. 50% travel required.

To apply, please copy this link -

<http://jobview.monster.com/Area-Sales-Manager-Job-Coral-Gables-FL-US-167452154.aspx?mescoiid=4100666001001&jobPosition=1>

Pernod Ricard sells Paddy Irish Whiskey to Sazerac

Pernod Ricard and Irish Distillers are selling Paddy Irish Whiskey to Sazerac, it was announced last month. The value of the transaction was not disclosed.

Paddy Irish Whiskey is the 4th largest Irish whiskey brand in the world, selling 200,000 9-liter cases in 28 countries worldwide annually. Irish Distillers will continue to produce Paddy Irish Whiskey at its Midleton Distillery.

"In the global market, Irish whiskey experienced the fastest volume growth in the last five years, outpacing all other spirits categories. Consumers worldwide are seeing it as an alternative to other whiskeys. If this deal goes through, we are confident that we will be able to take Paddy to the next level, building on its strong history and roots," said Mark Brown, President and CEO of Sazerac.

Anna Malmhake, Chairman and CEO of Irish Distillers, stated: "At the heart of everything that Irish Distillers does is a desire to see Irish whiskey grow. This deal with Sazerac, if completed, would allow Irish whiskey's reputation and footprint to grow further internationally. The proposed deal would ensure that Paddy would continue to be produced with the same love and care by our team in Midleton, Cork."

The sale of Paddy Irish Whiskey is part of Pernod Ricard's strategy to simplify its portfolio for growth and "could facilitate, among other things, targeted investment in other key Irish Distillers' whiskey brands including Jameson and Powers to support continued growth."