



JFKIAT wins 2015 ACI-NA Griesbach Award of Excellence

JFKIAT, LLC, operator of Terminal 4 at John F. Kennedy International Airport, has been named the winner of the Richard A. Griesbach Award of Excellence in the 2015 ACI-NA Airport Concessions Awards. In association with long-term concessions partners, JFKIAT, LLC introduced a stunning new concessions program as Terminal 4 expanded to incorporate Delta Airlines when it relocated from its old location in Terminal 3. The terminal's projected enplanements were to increase to almost eight million passengers in 2014, from 4.2 million in 2012.

The expansion necessitated change to the security checkpoint, moving the concessions program from pre to post security, as well as expanding the terminal baggage capacity and building nine new

gates. The concessions program redevelopment needed to reflect the diversity of New York City, 31 different international airlines, and an increasing domestic passenger base.

"ACI-NA is pleased to recognize Terminal 4's concessions program at JFK with this year's overall Richard A. Griesbach Award of Excellence," said ACI-NA President and CEO Kevin M. Burke. "ACI-NA's Airport Concessions Awards highlights the innovation and leadership demonstrated across the airport concessions industry, and we're delighted to showcase the best products and services available to air travelers throughout North America."

ACI-NA also named Eric Johnson, Director of Commercial

Management and Airline Affairs, Metropolitan Airports Commission, (Minneapolis-St. Paul International Airport) as the 2015 ACI-NA Concessions Person of the Year. Based on preliminary results, Minneapolis-St. Paul International Airport had total concession sales of \$183 million in 2014, an 8.9% increase over 2013, despite an increase in passenger traffic of only about four percent, said ACI-NA.

The awards were announced during the first-ever ACI-NA Business of Airports Conference in Phoenix, which was attended by more than 500 commercial management, human resource, and finance representatives from the North American airport industry. Thirty-one other awards were also presented.

TR industry Golf group meets in Miami



The TR Golfers: Bottom Row: Hanan Fraysse, Gabriella Almada, Woolton, Jose Chao, Blue Nectar Spirits Co., 1st Row: Jukka Terho – Dufry, Gonzalo Almada – Woolton, Jean Jacques Bona – Essence Corp, Lucio Souto – ICDF, Mimi Mentasti – Moet Hennessy, Manny Diaz – former Mayor of Miami, Mickey Minagorri – Artco Group. 2nd Row: Laurent Fraysse – Diageo, Jose Castellvi – Wm. Grant & Sons

The 2nd Golf Travel Retail Classic, organized by Hanan Fraysse, of Luxury Consulting, and HKG Duty Free's Alan Huxtable, took place on May 8 at the Miami Beach Golf Club, with 13 participants from the industry including representatives from Diageo, Dufry, Essence Corp., Artco Group, ICDF, Moet-Hennessy, Woolton and more.

The competition also featured two Golf Clinics from the Jim Mclean Golf Academy, the #1 Golf Academy in the USA and #3 worldwide, organized with the help of GM David Armitage.

The Artco Group team, headed by CEO Mickey Minagorri (CEO) and including former Miami Mayor Manny Diaz, ended up winning the event. Fraysse invites all interested golfers to join them at the next meeting, which most probably will be in August at Normandy Shores. For information, contact her at hfraysse@luxuryconsulting.us

PEOPLE

In Memoriam. We are extremely saddened to report that **Didier Peyronnet**, Vice President of Sales for North America at Chanel (CUPFSA) in Panama, passed away on Saturday, May 2, following an illness. The longtime executive at Chanel, and Christian Dior before that, was a warm, gracious man who epitomized the best of the business. A funeral mass held in Panama City last week was attended by a capacity crowd of friends and colleagues from throughout the region. *TMI* adds our deepest condolences to Didier's family and loved ones. We will have additional information as it becomes available.

Andrew Ford, Vice President, Global Business Development at **DFS Group**, has confirmed that he has decided to leave the company in July after nearly a decade. Ford previously led **Tax Free World Association** as its CEO, and before that spent 12 years in duty free brand development with spirits company **Allied Domecq**.

"I've had a great time at DFS and it is a great company with some super people, but after nine years of developing new business I'd like to do something else. I had a great time at Allied Domecq, then leading TFWA was a super experience, and nine years with DFS Group has been great as well," Ford tells *TMI*.

Ford also holds a number of positions with key organizations, including as a Regional Board Director of ACI Asia Pacific and Secretary of the Asia Pacific Travel Retail Association (APTRA).



Andrew Ford

Tairo International launches new sister company for professional hair and beauty products, adds hot brand MoroccanOil to portfolio

Robert and Tania Bassan, the owners of the very well-respected Caribbean beauty distribution company Tairo International, have officially announced the opening of a new, separate sister company, SOMAR Beauty.

SOMAR is a distributor for beauty and professional hair care brands servicing Caribbean local and travel retail stores, professional hair salons, spas and beauty suppliers, as well as the Mexico travel retail market. Currently, the company distributes highly recognized professional hair care brands Phyto, Phyto Specific and Rene Furterer, as well as OPI. SOMAR was also recently appointed the official distributor of the revolutionary innovative MoroccanOil line of hair products.

"We are very excited about SOMAR, which was established in response to the needs of the market," Tairo International President Robert Bassan tells *TMI* during a recent meeting at the company's Miami Beach headquarters. "We saw that there was an opportunity in the market with a developing trend for specialty and professional beauty products when we noticed that some of the more upscale department stores in the U.S. were dedicating more space in the fragrance and cosmetics departments to professional hair care products. We realized that this

business complemented the fragrance and cosmetics business but did not cannibalize it, and we thought this could be interesting for our Caribbean and travel retail Mexico markets as well."

Bassan points out that the fragrance and cosmetics business in the Caribbean continues to become more competitive, especially on pricing versus the U.S. domestic market: "We thought by introducing professional hair care brands to the travel retail market in our region, we could avoid the pricing challenge we were seeing with fragrances. So we started to explore the market, talking to some of the more select hair care brands out there. We found out that they were also interested in exploring this market, looking at travel retail as a good way for them to expand their business."

SOMAR Beauty started with a core group of brands, said Bassan: "We have Phyto out of Paris with the Ales Group, which has been pioneering natural products for the hair for 40 years; and Rene Furterer, another major hair and scalp care brand out of France that specializes in using pure plant extracts and essential oils. From there, through our partnership with Coty, we started to distribute OPI nail lacquer in travel retail stores in the Caribbean. We recently had Coty

expand that distribution to salons and spas throughout the region. And we are in the process of doing the same with all the other hair care brands, rolling them out in the Caribbean and Mexico travel retail."

"The last brand we have added to the portfolio—which we are incredibly excited about – is MoroccanOil. These high-performing, oil-infused beauty products are creating a world-wide buzz on argon oil and paved the way for an extensive line of premium oil-infused hair care products to address the needs of all hair types. MoroccanOil decided to expand into travel retail about two years ago, when it previewed its line in Orlando. They started with Heinemann in Europe and

they are with DFA, you can see it in Miami Airport and Atlanta, plus some other important operators around the world. We are using the appointment of MoroccanOil to announce SOMAR to the industry, explain what it is about and what we are doing."

Continued on next page.



SOMAR Beauty's Hair Diagnostics events have proven extremely popular with both Beauty Advisors and customers across the Caribbean. Shown at left, the Phyto event at The Yellow House in Curaçao. Above right, the event at Kirk in the Cayman Islands.





SOMAR Beauty formed to represent professional hair and beauty products, adds Moroccanoil

Bassan says that the structure of SOMAR Beauty very much reflects the DNA of Tairo.

"Many of the former team members of Tairo, who helped build the business, have transferred over to SOMAR. It is a completely separate company—the only cross-over is ownership, the shipping platform and warehousing. But it is a separate team. This works well because SOMAR has a different dynamic than Tairo."

Bassan explains that the fragrance and cosmetics business is more dynamic when it comes to launches than the hair care business, which depends on more of a long-term strategy.

"The hair care business also needs much more technical support so we have people onboard from the hair care industry that are providing training and sales support at the point of sale, another reason we need to have a wholly different team," he says.

SOMAR also has a larger footprint than Tairo's traditional business. "Whereas the majority of Tairo's fragrance business is through travel retail – both downtown and airport operators, SOMAR is selling to hair salons, nail salons, spas, and in some cases, pharmacies, in addition to travel retail stores. So it has really expanded the reach of our business," explains Bassan.

"So far, the feedback has been great and sales have been very good. We are actively growing the company and are very excited about it," he adds.

SOMAR diversifies the group in two ways, both through a different product offer as well as through different clients. The concept was first introduced to the buyers and the top BAs in the Caribbean/Mexico TR market at the Tairo Beauty Conference in September 2013.

All the SOMAR brands – with the exception of Moroccanoil which is just rolling out – are already in the market, says Bassan.

"Moroccanoil – which had only been available in hair salons – opened up travel retail about two years ago (they were in Orlando the last two years) – and have developed a number of travel retail exclusives, travel retail sizes, travel retail sets and their body products, which were launched last year. They are doing extremely well," he says.

"Moroccanoil will be quite exclusive, limited to one or two retailers in each market, and will be introduced in a three-phase roll out. The first phase will start in May-June; followed by phase two in the second semester of this year and phase three in the first half of 2016.

"We are offering a 15-20% discount to U.S. local market prices

and the Body assortments are in very selective availability in the domestic market in the U.S., so they will almost be travel retail exclusives. Our retailers are clamoring for the brand," he says.

The new brands have permitted Tairo / SOMAR to use a number of new marketing and presentation tools at the point of sale. "We do Hair Diagnostics where our team goes in to train the retail staff, and often we add store events for consumers – it is a dynamic way of introducing the brand and the BAs and end consumers love them. Even though our channel is travel retail, a significant portion of sales is local market and the shoppers come back.

The next Tairo Beauty Conference will take place in September at the

Hard Rock Hotel and will be the first one that will fully encompass both Tairo and SOMAR. It will include more than 100 beauty advisors and will be split up between Tairo and SOMAR.

"The theme is that we are celebrating the Tairo Rock Stars, along with Rock music, the Hard Rock, and so on. We are running promotions right now in the Caribbean where the top sellers will be honored," says Bassan.



SOMAR Beauty's Hair Diagnostics events have proven extremely popular with both Beauty Advisors and customers across the Caribbean. Shown at left, the Phyto event at Maggy's Beauty Festival in Aruba last summer.



David Ferreira
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HMSHost brings back Restaurant Month to 50+ North American airports

Nearly 100 restaurants in some 50 airports across North America will offer something special on the menus during the month of May, giving passengers a chance to enjoy award-winning culinary creations while they travel.

Following the success of HMSHost's "wildly popular" Airport Restaurant Month that it launched for the first time last October, the company has brought back the event for the entire month of May, with quadruple the number of locations participating. The restaurants in the program are featuring special menus designed by HMSHost's corporate executive chef and culinary team.

"Award-winning chefs sharing culinary creations during restaurant week is always something diners look forward to," said HMSHost Vice President of Marketing Atousa Ghoreichi. "HMSHost's Airport Restaurant Month was created to drive that same excitement for guests dining in select airports—but for a whole month.

We are so excited that its debut last October was such a success, and look forward to sharing this culinary experience with even more travelers in many more locations."

Some of the dishes travelers will find include pan roasted Atlantic salmon in cool cucumber sauce; marinated grilled chicken breast with honey butter and whole grain mustard; and chimichurri skirt steak with mushroom glaze. Guests will receive a choice of entrée, accompanied by several side dishes.

HMSHost, which also sponsored the 2015 James Beard Awards, will be holding Airport Restaurant Month at Miami International Airport, Toronto Pearson International Airport, John F. Kennedy International Airport, and Chicago O'Hare International Airport, among others. For a complete list of participating airports and restaurants, visit www.AirportRestaurantMonth.com.

ESSENCE CORP.

has an immediate opening for the position of

Finance Manager.

Responsibilities include, but are not limited to, the Analysis of Sales and Cost of Goods, Advertising and Promotion expenses analysis.

Gross margin analysis.

Price structure update.

All applicants must have a minimum of 5 years relevant work experience. Advanced knowledge of excel and ERP software.

Must have excellent analytical skills with a proven ability to drive high levels of accountability and transparency.

Bilingual; English and Spanish, French a plus.

Experience in Travel Retail would be considered a plus.

Please send resume to musallan@essence-corp.com

Beaute Prestige International, Inc. (BPI)

has an immediate opening for an **Account Executive for Central/South America**

based in Panama, reporting to the TR Area Sales Manager for Central America.

A minimum of 2-3 years' experience in the Travel Retail luxury goods industry is required.

Responsibilities include developing sell-out figures through supervision of salespeople, implementation of our brands' merchandising and promotion guidelines. Ideal candidate will also have strong analytical and computer skills; be fluent in Spanish and English; experience in retail sales is a plus. Must be able to travel 40 to 50%.

Please submit resumes to gcamplani@bpi-sa.com

Poppy Delevingne is 1st Jo Malone London Girl

Jo Malone has unveiled British model Poppy Delevingne as the new Jo Malone London Girl, the brand's first ever official global face. Known for her quirky Britishness, Delevingne is described as the "quintessential Jo Malone London Girl" and will represent the brand globally.

"Poppy is such a dedicated, vivacious character, with huge international appeal. As a long time Jo Malone London devotee, and true English rose, this feels like an incredibly natural appointment," said global general manager Jean-Guillaume Trotter in a statement.

Delevingne will host a series of global events for the brand as well as curate some other projects. The model says she has a personal connection to the brand, and has been wearing Red Roses since she was 22, fills her home with Jo Malone candles and scented her wedding with Orange blossom. "Jo Malone London is woven into the fabric of my life and I couldn't be happier to be working with a brand I love so much," she said.

To celebrate her appointment as the inaugural Jo Malone London Girl, Poppy Delevingne hosted The Blossom Ball at the Jo Malone London Townhouse on April 23.



Jim Beam infuses premium bourbon with highland Scotch in new TR exclusive

Beam Suntory is introducing Jim Beam Kentucky Dram, a new global travel retail exclusive, at the TFWA Asia Pacific Exhibition & Conference in Singapore this week.

The first of its kind, Jim Beam Kentucky Dram is a premium bourbon infused with highland Scotch whisky. The company says the new product will drive interest in the premium sector of bourbon, a focus for growth in the category.

Jim Beam Kentucky Dram will be displayed alongside the full range of bourbons including Jim Beam White, Jim Beam Black, Jim Beam Honey and Maker's Mark, as well as The Small Batch Bourbon Collection, which is comprised of Knob Creek, Basil Hayden's, Baker's and Booker's.

The company is also featuring Jim Beam Signature Craft and Jim Beam Single Barrel, the premium expressions for the brand.



A marketing & distribution company with a premium portfolio of international brands is seeking a **Wine Portfolio Manager**, based out of our Tampa Bay office, to manage the growth of a select portfolio of wines in the Caribbean region.

Requirements:

International experience, Consumer marketing experience, French and/or Spanish, and Frequent travel.

The successful candidate will be a strategic thinker with excellent interpersonal skills who is entrepreneurial, highly organized and resourceful.

Apply today to join our winning team by sending your resume to: jobsusa@stansfeldscott.com