



Bacardi Cruise Competition announces 2013 Bacardi Bartender and Chef of the Year

Bacardi held its 8th annual Bacardi Cruise Competition last Friday at the Bacardi Americas headquarters in Miami, announcing the 2013 Bacardi Bartender of the Year and Bacardi Chef of the Year.

TMF's Michael Pasternak was one of the judges who tasted the cocktails and dishes created using Bacardi products.

Adri Ford of Carnival Cruise Lines amazingly won the Bacardi Bartender of the Year for the second consecutive year. Her cocktail the *Bacardi Caribbean Hideaway* was created using Bacardi Oakheart, this year's required ingredient in the signature category.

Alfredo Marzi of Princess Cruises was awarded Bacardi Chef of the Year for his dish *Arawak's Caribbean Style Pork Chop*, which won the Entrée category and was made using Bacardi Superior rum.

Ford and Marzi each received a glass trophy and a prize of US\$5,000 for their winning entries chosen from four cocktail and



Left: Bacardi's Zach Sulkes with Chef of the Year Adri Ford, Bacardi Ambassador Marc Plumridge, and Chef Dewey Losasso from Miami's *The Forge* restaurant. Right: SMT Duty Free's Jorge Azel with Bacardi's Todd Cooksley.

four culinary finalists by a panel of judges that included cruise line and industry executives. The eight finalists won out from a record-breaking 2,800 entries received for this year's Competition.

For the party following the judging and awards ceremony, the 8th floor of the Bacardi Americas Headquarters was transformed into a replica of a cruise ship.

As the 600 guests arrived they were given an opportunity to vote for their favorite cocktail in a new People's Choice Award. Guests were served samples of each of the four finalist cocktails before they



made their selection via iPads. The winning cocktail was again the *Bacardi Caribbean Hideaway* by Adri Ford.

Bacardi's Zachary Sulkes commented: "This competition has always been about showcasing new talent and this year we've rewarded more chefs and bartenders onboard cruise ships and ferries than ever before. I'm immensely proud to look back over the last eight years at what we and our cruise partners have achieved and to see new talent like Adri emerging and receiving the accolades she deserves."

Inaugural Conference on China high on information and insights Lois Pasternak reports from Beijing

Whether by judicious planning or serendipitous good fortune, the fact that the 'China's Century' travel retail conference held last week in Beijing took place just down the road and at the same time as one of China's most important political events of the year, and perhaps the decade, added additional credibility to an

information-packed event brimming with insights and fascinating observations.

The Industry Conference on China, organized by TFWA in partnership with regional association APTRA, provided two days of detailed analysis of the development and potential of the duty free and travel retail trade in the coun-

try, as coincidentally China's 12th National People's Congress (NPC) also began its sessions further down the massive Avenue leading to historic Tiananmen Square.

The annual meeting of China's top legislative and advisory body this year took on new meaning, as its deputies elected the country's

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PEOPLE

JTI Worldwide Duty Free appoints new Corporate Affairs and Communication head

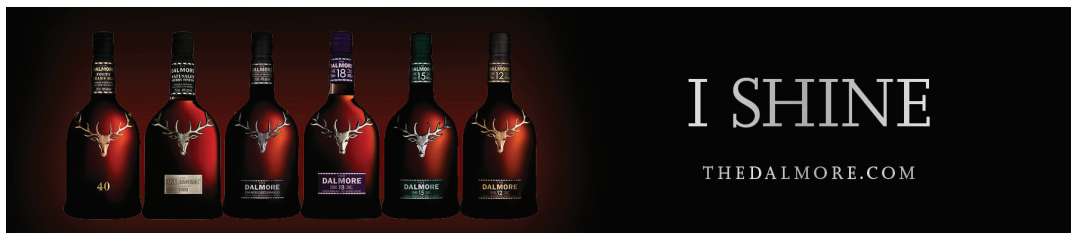


JTI has appointed **Gladys Rodriguez** its new Director of Corporate Affairs & Communications for JTI's Worldwide Duty Free business effective April 1, replacing **Santiago Llairo**, shown above.

Rodriguez previously spent four years as Legal Director for JTI WWDF. Llairo moves to JTI UK's office in Weybridge, Surrey as Director of Corporate Affairs and Communication for the MENEAT region.

"We are delighted to welcome Gladys to head the Corporate Affairs and Communication function for our Worldwide Duty Free business," said David Francis, General Manager and Vice President for JTI WWDF. "Gladys brings to this role invaluable professional experience obtained from past employment with both a travel retail operator and JTI's own duty free tobacco business, making her especially well qualified to ensure we continue to grow our duty free business effectively and responsibly. At the same time we wish Santiago every success with his new role in our MENEAT region."

Rodriguez joined JTI WWDF in 2009 from the Dufry Group where she spent time as Deputy General Counsel based in Miami, Florida, and then Zurich, Switzerland. Prior to joining Dufry, Gladys held various legal roles for the spirits company Bacardi, for Viacom's MTV Networks Latin America and Blockbuster Inc., Walt Disney International and for the pharmaceutical giant, Merck & Co. Inc.



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Patrón Spirits Introduces Duty Free Exclusive 'Gran Patrón Piedra'

Patrón Spirits has announced the launch of the brand's first extra añejo tequila – which will be exclusive to global duty free before it eventually reaches the domestic market.

The new Gran Patrón Piedra, Patrón's first ever duty free exclusive, is aged for more than three years in new American and French oak barrels, and offers a distinct range of flavors and aromatics to satisfy the most sophisticated palates, says the company.

"We created Gran Patrón Piedra to offer tequila aficionados a tasting experience unlike any other," said Francisco Alcaraz, Patrón's master distiller who developed the recipe and original distillation process for the entire line of Patrón tequilas and liqueurs. "Its complex flavor profile and remarkably smooth finish sets Gran Patrón Piedra apart in the ultra-aged tequila category."

In addition to extra añejo aging, Gran Patrón Piedra also uses the unique "Tahona" production process, a time consuming and ancient method for creating tequila. To produce this tequila, the steam-cooked agave is slowly crushed with a large Tahona stone wheel. The resulting juice is then fermented and distilled along with the agave fiber.

Piedra, which means "stone" in Spanish, is created entirely from the Tahona process – one of very few tequilas that is still produced in this age-old way.

"We're thrilled about the extraordinary addition of Gran Patrón Piedra to our portfolio of ultra-premium spirits, and our first-ever duty free exclusive," said John McDonnell, President, International and Chief Operating Officer of Patrón Spirits. "Travel retail represents an important and significant sales channel for us,



and we're excited to make this exquisite spirit available first to our valued duty free partners and consumers."

Gran Patrón Piedra starts with 100% Weber Blue agave grown in the Highlands of Jalisco, Mexico.

Gran Patrón Piedra is bottled at 80 proof and presented in a signed and numbered bottle, which was inspired by the Tahona stone, and placed in an elegant box that easily converts into a display case.

PEOPLE

Airport specialist **Alan Gluck** has joined **AIRMALL USA** as director of business development. Working closely with the AIRMALL USA executive team, Gluck will spearhead efforts to secure additional concessions contracts for the group throughout North America and help bring new concepts to partner airports.

"We pride ourselves on employing industry veterans who know and understand our business model and the true value that it brings to airports," said Mark Knight, president of AIRMALL USA. "Alan knows and understands our model and how it can help airports to achieve their financial goals. He also has deep experience in our industry as both a concessions consultant and an airport concessions manager."

An airport professional for nearly two decades, Gluck most recently served as an associate director for concessions consultancy AirProjects, Inc., as well as aviation concessions manager for the Broward County Aviation Department.

China *Continued from page 1*

president and vice president, premier, vice premiers, state councillors and government ministers, which takes place only every five years. In fact, as I write this, the *BBC* reports that leaders in Beijing have only moments ago confirmed Xi Jinping as president, completing China's 10-yearly transition of power.

Xi Jinping's new government is expected to bring in sweeping changes, even as the country is faced with an economy slowing down from the breakneck pace of recent years. Despite the challenges facing what is now the world's second largest economy, conference speakers concurred that the future for China's aviation and travel sectors continues to hold huge potential.

Interest in China is immense. More than 372 delegates from 200 companies attended this inaugural event.

In his welcome address TFWA President Erik Juul-Mortensen set the scene with a summary of the aviation market in China and the opportunities open to travel retail. "We are only at the beginning of the air travel boom in China," he said. "Aviation analysts predict that passenger numbers in China, domestic and international, will quintuple to reach around 1.5 billion by 2030." "The question is," he posed, "are international brands ready for this huge opportunity?"

Juul-Mortensen also pointed out that China is primed for buying in travel retail, with a heritage of luxury goods going back centuries, long before the Western countries even had goods that interested them.

According to the information handed out by TFWA & APTRA, China's impressive infrastructure developments include plans to open more than 70 new airports

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Johnnie Walker unveils The Gold Route, 2nd blend from Explorers' Club Collection

Johnnie Walker unveiled the latest blend from its exclusive collection: Johnnie Walker Explorers' Club Collection – The Gold Route. The new blend evokes a sense of the exotic fruit flavors and beautiful rich golden colors reminiscent of Latin America, says the company.

Available exclusively for travelers in duty free, it pays tribute to the traveling heritage of the John Walker & Sons agents who journeyed the world and navigated their way down the famous trade routes in pursuit of adventures bringing both new business and rich experiences which they would share on their return.

The Gold Route is the second blend in the collection of three whiskies, collectively known as the Trade Routes Series, inspired by the richness that could be found along the great trade routes of the world.

The Gold Route follows November's release The Spice Road, which Steve White, Marketing Director of Diageo Global Travel

and Middle East, says has seen great success to date.

"Together this unique collection of exclusive blends signifies our commitment to our highly valued travel retail customers."

The third release in the Trade Routes Series – Johnnie Walker

Explorers' Club Collection – The Royal Route will be available exclusively in duty free stores later in 2013.

With a recommended retail price of \$95, The Gold is available to travelers in duty free stores globally now.



Pernod Ricard releases Absolut Denim limited edition gift pack

Absolut Vodka has released Absolut Denim, its latest limited edition gift pack presented exclusively for global travelers. The newest innovation from Absolut Vodka was launched in Changi International Airport in Singapore at the beginning of March with a rollout to select international airports worldwide in April through July.

Absolut Denim is a collaboration with celebrated Brooklyn based edgy denim designer Loren Cronk, a star in the avant-garde street fashion scene with a global reputation for his highly demanded handmade denim jeans. For Absolut, Cronk has designed a perfectly fitted denim second skin gift pack with high tech qualities.

On the inside, the denim skin has a high tech shield with supreme

cold preserving capacity that allows the bottle taken from the freezer to remain cool and refreshing for up to two hours. The skin also has a QR code which, when swiped with your smartphone, takes you into Absolut Drinkspiration where you can find classic and exciting cocktail recipes.

"Exciting creative collaborations have always been a core source of energy for Absolut in our constant strives to enter new dimensions in our brand evolution," says Anders Olsson, Director of The Absolut Company Global Travel Retail. "Loren Cronk is just the kind of gifted artist, creator and entrepreneur that has the capacity to push boundaries, which is what Absolut is all about."

The Absolut Denim campaign is backed by a powerful marketing campaign in all available media, including spectacular unique brand installations in major international airports, tastings and various other events.

The Absolut Denim campaign is executed worldwide by Pernod Ricard Global Travel Retail.



China *Continued from page 2*

by 2015. Beijing Airport is now the world's second busiest and handled 81.8 million passengers in 2012 – a 4.4% increase year-on-year. The airport expects to see passenger numbers reach 200 million by 2030.

TMI will present a rundown on the superb presentations that took place over the two days of the conference in our April issue.

The Social networking was also excellent, as is the norm at a TFWA event.

The Opening Cocktail was held in the stunning Tai Miao Imperial

Ancestral Temple and the Gala Dinner on Wednesday-- hosted by Diamond sponsor King Power Group (Hong Kong)-- was staged in the Golden Hall of the Beijing Hotel with an artistic performance of 'The Moving Forbidden City' by Hu Xiaodan.

Thanks also went to Diamond sponsor Patrón Spirits; Platinum and lunch sponsor DFS; Gold sponsor Puig; Silver sponsor Sunglass Hut; lunch sponsor Furla; coffee break sponsors Chivas, Ferrero, Perfetti Van Melle and Toblerone; while Colorful Licenses International, Kipling and Lacoste also helped sponsor the event.





PPI Group selected as Media Partner to document Cruise Shipping Miami 2013 now in session

PPI Group, the new multimedia partner of Cruise Shipping Miami 2013, taking place this week from March 11-14, is documenting the event with its state-of-the-art broadcast division and award-winning production team.

With more than 1000 exhibitors spotlighting the world of cruising, Cruise Shipping Miami is the leading exhibition and conference for companies and organizations that do business with the international cruise industry.

PPI Group has been commissioned to document the annual event with interviews and footage featuring top executives, industry insights, trends in cruise ship design, new destinations, and more.

The Group will film and produce live feeds, on behalf of Cruise Shipping Miami, that will screen on an extensive video network throughout the exhibition.

"This is an excellent opportunity to highlight the most integral and exciting moments of Cruise Shipping Miami for our exceptionally wide audience," noted Daniel Read, Portfolio Director for UBM Live, owners and organizers of Cruise Shipping Miami. "PPI's relationship with the cruise industry goes back almost as long as ours does, and with that comes a deep understanding of the business that will be clearly conveyed throughout the show and, of course, in a fantastic finished product."

PPI Group CEO and President Bill Panoff commented on the new union between Cruise Shipping Miami and PPI Group: "We are honored and privileged to partner with Cruise Shipping for this year's show. We'll have a

highly talented crew and hosts attending all key events and mingling with exhibitors in order to capture the pulse of the convention in a way that only PPI can."

"I am especially pleased as PPI Group celebrates 25 years in this industry," added Panoff. "Our broadcast division is expanding, and this project is one of many that showcases our expertise to the entire cruise industry."

PPI Group will exhibit its own 600 square foot exhibition space at Cruise Shipping Miami 2013, showcasing its varied and dynamic promotions and marketing solutions; among them are its port shopping promotions programs, which serve 12 cruise lines and 4.5 million passengers per year. PPI Group also publishes *Porthole Cruise Magazine*, its flagship publication, which is now in its 17th year.



Ferrero Travel Retail restructures

Confectionery company Ferrero has restructured its travel retail business, appointing **François-Xavier Godin** as General Manager Ferrero Travel Market. Godin was previously GM of the Balkans and Commercial Manager in Russia.

Juan Miguel Cabrera has been appointed sales director and in order to focus more specifically on growth markets, Cabrera is enlarging his team starting with appointments in two strategic areas:

Jean David Costerg has joined Ferrero as sales area manager Asia Pacific. **Guillaume Voisin** is the new sales area manager for the Middle East, Africa and the Indian Subcontinent. Voisin previously handled the local markets in this area.

Alberto Donnini is now marketing and trade marketing director. **Ross De Luca** continues to be Americas sales manager for the Ferrero Travel Market Division.



Godiva Chocolatier, Inc.

GODIVA

has an immediate opening for a **Full-time Field Manager** based in its Ft. Lauderdale, FL Global Travel Retail Office.

The position reports to the GTR North America Area Manager.

The Travel Retail Field Manager ensures a sell-out and market share growth throughout his/her territory by implementing the negotiated animation plans, seizing opportunities in the point of sales, undertaking regular field visit, training the sales staff, controlling the merchandising and developing a strong customer relationships.

Among the requirements, candidate must be:

Fluent in English, with a basic knowledge of Spanish;
Have Strong communication skills and pays Attention to details;
is proficient in M/S office and an understanding of Business dynamics
Education: 3 to 4 years degree from accredited College or University
Experience: minimum 2 year experience in a commercial or similar role in a multinational FMCG or Luxury company within TR

To apply and for more details, please go to:

<http://www.godiva.com/job%20Search/careers/jobSearch/default.pg.html> and go to requisition #1492

Bulgari disputes tax claims after assets seized in Italy

Luxury group Bulgari said it is "confident" it will prove that claims of tax evasion and fraudulent earnings allegedly taking place between 2006-2011 are "unfounded," after media reports that the Italian government seized millions of dollars in assets from the company on Thursday.

In a statement, Bulgari noted that the "fictitious" foreign companies it is charged with setting up to avoid Italian taxes, are "real and genuine companies performing an undisputable strategic role for the Group and employing about 300 employees."

Bulgari also pointed out that some media were informed of the procedure even before the individuals involved were notified.

"This is a serious breach of the rules and principles that guarantee the rights of citizens," it said.



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