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ATU Duty Free, Heinemann Americas to work closely on Houston contract

ATU Duty Free has been awarded its first duty free retail concession in the USA. The Turkish-based company is a joint venture between TAV Airports Holding and Unifree Duty Free/Gebr Heinemann.

The new 10-year contract will commence on July 1, 2015 in Terminals A, B, C & D at George Bush Intercontinental Airport (IAH) in Houston, Texas.

ATU Duty Free General Manager Ersan Arcan said: "Houston is a great city with a rich culture; our vision is to incorporate those elements in our future shop concepts and design. We are 100% committed to this project and our partnership with Houston Airport."

Gebr. Heinemann's regional subsidiary, Heinemann Americas, Inc., located in Miami, Florida, will work closely with ATU Duty Free to support and develop a great shopping experience in the Houston airport.

Heinemann Americas, Inc. CEO Steffen Brandt said: "We look forward to enter the American retail market together with our

partners from ATU Duty Free; we are convinced this union will be successful."

TMI understands that in most of its partnerships, the Heinemann business model consists of providing such services as trade marketing, category management, staff training, purchasing execution, logistics, customer services and retail concepts, all in cooperation with the partner company.

In addition to ATU Americas, the other concession winners at the Houston airports include WDFG North America, Paradies, Host International, SSP America Texas and Latrelle's Galley, providing food and beverage, specialty coffee, retail services and duty free products to customers at IAH and William P. Hobby Airport (HOU), Houston's second commercial airport.

"The concession program is an important part of the customer experience and is integrated into the overall operation of the airport," Houston Aviation Director Mario C. Diaz said when announcing the

concession winners. "We wanted to create value for our passengers who use our airports to travel across the state or around the world. We were looking for products and services that satisfied the needs, wants and desires of our passengers."

The new contracts will be phased in over the next several months and run through December 2025, said the Houston Airport Systems (HAS).

The new agreements are projected to generate more than \$170 million in gross sales and double the rent paid to the airport.

ACI adds 3 airports to service honor roll

Indianapolis International Airport is one of the three new inductees into Airports Council International's ACI Director General's Roll of Excellence, announced last week. The honor recognizes those airports which, in the opinion of the passengers who participated in ACI's Airport Service Quality (ASQ) Surveys, have consistently delivered excellence in customer service.

To qualify for inclusion in the Director General's Roll of Excellence, an airport must have been ranked on the ASQ Survey in the top five airports by size or region for five of the last six years (2009–2014). Since 2011, 27 airports have been inducted into the Roll of Excellence.

In addition to Indianapolis, Gimpo International Airport (Seoul, South Korea) and Chhatrapati Shivaji International Airport (Mumbai) joined the elite group.

ACI's ASQ Survey, which has won industry recognition as a world-class benchmarking program, has grown steadily since its inception in 2006.

COTY NAMES CONSUMERS GOODS EXPERT AS NEW CEO

Coty Inc has named Elio Leoni Sceti as Chief Executive Officer, describing him as a "seasoned" expert in fast-moving consumer goods. His appointment is effective July 1, 2015.

Sceti currently serves as CEO of Iglo Group, Europe's leading frozen food company, and was formerly CEO of EMI Music. In both positions he successfully turned the companies around. He also led EMI's transformation from a traditional record label into a consumer-led music company.

Sceti also worked for P&G and spent 16 years in various marketing and senior leadership roles at Reckitt Benckiser (RB), where he oversaw both the North American, European and Global Categories.

"We are extremely pleased to welcome Elio to the top position at Coty," said Bart Becht, Coty's current interim CEO and Chairman. "Elio's significant experience and proven track record in building successful, global brands will be a tremendous asset to Coty as it continues to enhance its position in the Global Beauty industry. I have known Elio on a professional level for many years, dating back to our days together at RB, and I firmly believe he is the right leader to oversee the next stage of Coty's development."

"I believe there is an incredible opportunity to build upon Coty's established, leading global platform throughout the world, and I look forward to working with all the company's employees to build upon the amazing collection of Coty global brands and beauty platforms," said Sceti.

The new CEO will be responsible for overseeing the growth of the company's portfolio of leading brands in the fragrances, color cosmetics and skin and body care categories. Becht, will remain Chairman following the transition.

Coty's former CEO, Michele Scannavini, resigned in September for personal reasons.



More than 53 million passengers fly through Houston's George Bush Intercontinental Airport (IAH), shown above, and William P. Hobby Airport (HOU) annually.



LondonSupply

London Supply wins new concession for Rio Gallegos and Caleta Olivia Free Zones in Argentina

Argentine duty free operator London Supply has been granted a 30-year concession to construct, develop and administer the new Free Zones in Rio Gallegos and Caleta Olivia, in the Province of Santa Cruz, República Argentina.

"With this project, we confirm our commitment to work looking into the future. We are a Group with more than 70 years of experience in the industry and we continue to create new employment opportunities.

"This 30 year concession, brings the challenge to create a unique business model, through the construction, development and administration of the Free Zones," said Teddy Taratuty, president of London Supply Group.

"For the Travel Retail industry, this project is relevant for the Rio Gallegos Free Zone, which will include both Commercial and Industrial areas. This will allow us to trade all the traditional categories, as well as automobiles," he said.



EDIFICIO COMERCIAL
Zona Franca - Rio Gallegos
Provincia de Santa Cruz - Argentina

London Supply expects the project to be up and running within 15 months.

"We take this opportunity to thank all those who were involved and collaborated in this project," said Taratuty.

The announcement was made in mid-March by Argentina's Minister of Economy and Public Finances.

Mexico's GAP buys stakes in Jamaica and Chile airports from Spanish group Abertis

Spanish infrastructure company Abertis has sold its stakes in Montego Bay and Santiago de Chile airports to Mexican airport group Grupo Aeroportuario del Pacífico, S.A.B. de C.V. (GAP) completing the company's divestment of all its airport business.

Abertis sold its full stake in its airport holding company Desarrollo de Concesiones Aeroportuarias (DCA) to GAP for \$191 million, following a competitive bidding process. The deal, announced late last week, closed on April 20.

DCA, a totally owned subsidiary of Abertis, owned a 17.5% stake in MBJ, concession holder of Jamaica's Montego Bay Airport, and a 14.77% stake in SCL, which operates Santiago de Chile Airport. The sale means that Abertis has withdrawn completely from the airport business.

GAP says that it will announce further details to the market once the transaction has been formalized.

"This transaction will represent an important milestone in the life of GAP, incorporating valuable assets while strengthening and geographically diversifying the Company's portfolio towards the Caribbean, as well as its future growth potential," says the company statement.

Until November 19, 2014, DCA held a 33.33% stake in Aeropuertos Mexicanos del Pacífico, S.A.P.I. de C.V., GAP's strategic partner. At this time, neither DCA nor Abertis are related parties to GAP.

Grupo Aeroportuario del Pacífico, S.A.B. de C.V. operates 12 airports throughout Mexico's Pacific region, including in the major cities of Guadalajara and Tijuana, the four tourist destinations of Puerto Vallarta, Los Cabos, La Paz and Manzanillo, and six other mid-sized cities: Hermosillo, Guanajuato, Morelia, Aguascalientes, Mexicali and Los Mochis.

According to *Air Transport World*, Abertis started divesting its shares in airport businesses in 2013, selling off Cardiff and Belfast International airports in the UK, Stockholm Skavsta Airport in Sweden, and the terminal concessions at Orlando Sanford Airport in the US.



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Beam Suntory's Taste of Kentucky

The legacy of Bourbon runs deep in Kentucky, and TMI's Lara Pasternak hit the trail under the tutelage of Beam Suntory brand ambassador Gordon Dundas together with a group of duty free journalists to discover the workings of Maker's Mark and Jim Beam.

Alongside apple pie, perhaps there is no more quintessentially American product than that of bourbon whiskey. With a heritage born over 200 years ago from the limestone hills of Kentucky, bourbon has grown into an international spirit savored and served the world over. Today, 95% of the world's bourbon is still produced in Kentucky.

The story of bourbon is important in travel retail as distilled spirits delivered steady growth last year. According to a Distilled Spirits Council of the United States (DISCUS) report from February, Bourbon and Tennessee Whiskey volumes rose 7.4% to over 19 million cases, generating \$2.7 billion in industry revenue in the U.S. With continued worldwide fascination with American whiskeys, innovations in flavor, and premiumization across all spirit categories, the bourbon industry is looking forward to another successful year of growth in duty free. IWSR data shows that from 2003-2010, bourbon sales were up 3-5% annually, with recent growth up by 7-8%. A new report by Vinexpo and IWSR forecasts bourbon sales will jump by 19.3% to 45m cases in 2018.

The Beam Suntory portfolio contains several essential bourbon brands including category-leading Maker's Mark and Jim Beam.

The smell of sweet yeast and old wood greets visitors who come to tour the Maker's Mark distillery in picturesque Loretto, Kentucky. After walking through the steps of the Maker's Mark craft process, visitors can experience Maker's Mark, Maker's Mark Cask Strength, and Maker's 46 in the tasting room before purchasing a bottle of their own to hand-dip in Maker's Mark's signature red wax.

After the unprecedented growth and success of bourbon in America in the early 2000s, Maker's Mark underwent a 50% expansion for infrastructure improvements in 2012 and 2013. These renovations resulted in a 45% increase in production.

The company is currently adding a third still, third mash cooler, and additional cookers and warehouse space with goals of producing 2.3 million cases by 2019.

Rob Samuels is the current president, CEO, and grandson of Maker's Mark founder, Bill Samuels, Sr. Rob is descended from generations of the Samuels family who have distilled whisky, and not always successfully. He comments on the legacy of his grandfather and the next steps for Maker's Mark:

"Our family made really, really bad whisky for about 300 years, and thankfully, he [Bill Samuels, Sr.] had the courage to come down here and chase his dream, which we're working very hard to make a little bit more so we can expand in duty free and other channels around the world. We had no growth for the first 30 years, but for the last 30 years, we've sold every drop we've made."

Alongside Samuels, Master Distiller Greg Davis and the rest of the Maker's Mark family work to ensure the company's legacy continues to be an American success story.

Jim Beam

You cannot discuss success in the bourbon industry without speaking of Jim Beam. Since 1795, seven generations of the Beam family have produced bourbon without pause (Prohibition aside). Today, Jim Beam is the #1 selling premium bourbon in the world.

Headquartered in Clermont, Kentucky, Jim Beam has continued to expand their portfolio, adding small batch and infused whiskeys to their traditional line. In the 1980s, then Master Distiller and grandson of Jim Beam, Booker Noe, experimented with stills and ages to produce the small batch bourbon collection, proving bourbon wasn't just for old men. This ultra-premium collection, which includes Knob Creek, Booker's, Basil Hayden's, and Baker's, has received numerous accolades in the 2000s.

Continued on page 4.



Above left: Maker's Mark Master Distiller Greg Davis and President and CEO Rob Samuels on the grounds of the distillery in Loretto, Kentucky. Above right: Knob Creek, one of Beam Suntory's ultra-premium small batch bourbons. Right: The Jim Beam Visitor's Center.





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David Ferreira
dferreira@cross.com

Jim Beam in Kentucky, *continued from page 3*

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Activity Manager
reporting to the
Purchasing Director
in the Miami office.

Duties of the job include:

- Analysis of the market and the budget for the assessment of marketing opportunities.
- Active control of the supplier budget to maximize budget and reach the maximum return
- Joining of market demand and supplier strategy with operational alignment
- Planning, acquisition and procedure of existing and new promotional spaces as well as concepts with maximal supplier investment.
- Negotiation and follow up of rental fees for advertising spaces of existing and new spaces.
- Execution and follow up of financially supported staff models in line with market requirements
- Implementation and monitoring of merchandising planograms
- Constant promotional evaluation and recommendations.

Qualification and minimum requirements:

- Degree in Business Administration
- Several years experience in product management or marketing with international trading companies or in the TR industry
- Experience in the field of international luxury goods and/or consumer goods
- Negotiation skills in several languages (fluent in English, Spanish preferred)
- Advanced Microsoft Excel, Word, Power Point
- Excellent data evaluation and analytical skills
- Experience with SAP

Please send resume to
info@heinemann-americas.com

Gerome Firmalo's prize-winning floral martini Passion Blossom 13 features equal quantities Bombay Sapphire gin and St-Germain elderflower liqueur combined with passion-fruit syrup, lemon sour and cranberry juice.

 **BACARDÍ. CRUISE COMPETITION**

Today, Booker's son Fred Noe continues the Jim Beam heritage as Master Distiller. Possessing a larger-than-life personality, Fred Noe regales visitors with colorful stories of his family's legacy that sound best over a glass of bourbon. Noe is also responsible for the Jim Beam Signature Craft Series, which includes Jim Beam Signature Craft 12 Year. As Noe states, "Even though we are the largest bourbon, we can do small batch."

Every year, thousands of visitors pour into Jim Beam's American Stillhouse, which opened in 2012, to tour the distillery, experience tastings, and purchase Beam merchandise. Additionally, Jim Beam's Urban Stillhouse is under construction in downtown Louisville, and slated to open in Fall 2015.

As Booker Noe said, "I know bourbon gets better with age because the older I get, the more I like it."

The bourbon industry's journey, which started so long ago in a budding country, certainly seems to have achieved the American dream. From small beginnings to worldwide success in travel retail, the bourbons of Beam Suntory's portfolio offer a taste of Kentucky and a true taste of America.

Story and photos by Lara Pasternak



Jim Beam Master Distiller Fred Noe with the next incarnation of Jim Beam Flavored Bourbon infused with Apple.

Bacardi names 2015 Bacardi Cruise Competition Bartender

Holland Americas's Gerome Firmalo has won the 2015 Bacardi Cruise Competition Bartender of the Year award for his original cocktail Passion Blossom 13. His cocktail triumphed over 2,500 others from the cruise industry's finest mixologists and bartenders in this year's competition.

Firmalo received a \$5,000 cash prize and will see his floral martini Passion Blossom 13 featured onboard *MS Oosterdam*. Bacardi will work with Firmalo over the next year to help further develop his craft with professional training and development opportunities including a personalized Bacardi experience.

"The Passion Blossom 13 embodies what we look for in a cocktail," says Zachary Sulkes, Regional Manager Bacardi Travel Retail Americas. "It achieves the perfect mix of ingredients, a well-balanced flavor and simplicity that will appeal to cruise vacationers."

"Each year the standard of entries gets higher and this, in itself, is a great accolade for the

cruise industry's investment in the ever-increasing standards of professional development for their bartending community.

"Cruise is an important strategic channel for Bacardi Global Travel Retail and this competition helps drive category growth for our cruise and ferry line partners. It's a fantastic showcase for our brands, especially given the increasing numbers of consumer groups from emerging markets who are new to cruise."

The Bacardi Cruise Competition was founded in 2005 to help cruise and ferry lines develop a new generation of professional bartenders in their industry.

The finale was held at the Bacardi office in Coral Gables, Florida, on Friday, March 20, with the shortlisted finalists judged by a panel comprising: Trevor Alberts – Edition Hotel Bartender and a finalist in the United States Bacardi Legacy Finals in February; Chris Gray Faust – Destinations Editor, Cruise Critic; and Hillary Choo and Ben Carlotto—professional

mixologists from TEAM Enterprises.

The finalists participated in a three-day schedule of events, interacting with some of the area's finest bartenders and visiting iconic bars in South Beach to learn from watching the on-trade professionals. Bacardi hosted the finalists in educational workshops tailored to hone their skills, before they presented their original cocktail creation to judges in the finale.



Holland America bartender Gerome Firmalo, with his original cocktail Passion Blossom 13, wins the 2015 Bacardi Cruise Competition.