

Stellar opens first West Coast airport stores in San Diego

US travel retail operator Stellar Partners Inc. has opened its first four retail units on the West Coast at San Diego International (SAN). Opened as temporary locations in conjunction with the airport's over-night transition to new concessionaires on Nov. 30, these first locations comprise three Stellar

newsstands and a confectionery cart featuring local San Diego brand, Jer's Chocolates.

Stellar CEO Susan Stackhouse tells *TMI* that during the recent RFP at SAN her company won a retail package consisting of seven stores. All seven permanent locations will be phased in over

2013, with program completion scheduled for first quarter 2014.

The full package encompasses one newsstand/gift store in each of SAN's three terminals (one of which is pre-security). In addition, Stellar will feature two travel stores including the first stand-alone Sharper Image store in a US airport in Terminal 2E; as well as a Brookstone store in Terminal 2W, says Stackhouse.

"Stellar has been carrying Sharper Image products in our various stores for a few years, but this is the first free-standing store. The airport authority loves the concept," she says.

The permanent Jer's Chocolate store, scheduled to open in Terminal 2E in April, will also be the award-winning confectionery's first free-standing airport location.

In another first, Stellar is partnering with San Diego designer Beverley Davimes (da-VEE-muss) to open Jewelry by Samantha Davimes in July in the new Sunset Cove concessions core in Terminal 2W. Davimes specializes in socially conscious, sustainable

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CARICOM joins Caribbean rum wars



Ambassadors Anibal de Castro (Dominican Republic); Deborah Mae Lovell (Antigua & Barbuda); Sonia Johnny (St. Lucia) and Duly Brutus, Haiti's Permanent Representative to the OAS, hold up bottles of their island's national rum brands. Story and photo by Larry Luxner

Ambassadors representing the 15 member nations of the Caribbean Community (CARICOM) are meeting this week in Washington with the US Trade Representative's Office to protest what they say are unfair subsidies offered by the US government to Puerto Rico and the US Virgin Islands. The long-running debate over rum excise taxes has pitted CARICOM against the two US territories, which are also competing against each other in an effort to attract outside investment. CARICOM says the return of rum excise tax dollars to Puerto Rico and the USVI is a violation of World Trade Organization rules and threatens the English-speaking Caribbean's economic future by making their rums less competitive in the US market.

Advent International sells remaining stake in Dufry

Dufry has announced that minority investor Advent International sold its 13% remaining stake in the Swiss-based company on Jan. 16.

The 3,879,609 registered shares sold by Advent were worth approximately 462 million Swiss francs (\$498 million), according to Reuters.

The transaction boosted Dufry's free float to 88%, equal to CHF 3.1 million, reported Dufry.

Advent International began its investment in Dufry in 2004, and partnered with Dufry in the acquisition of Brasif in 2006.



Beam sells its economy vodka and some Canadian whisky brands to Luxco

Beam Inc. has announced it is selling a collection of its "Value Creator" brands to US spirits company Luxco for \$65 million.

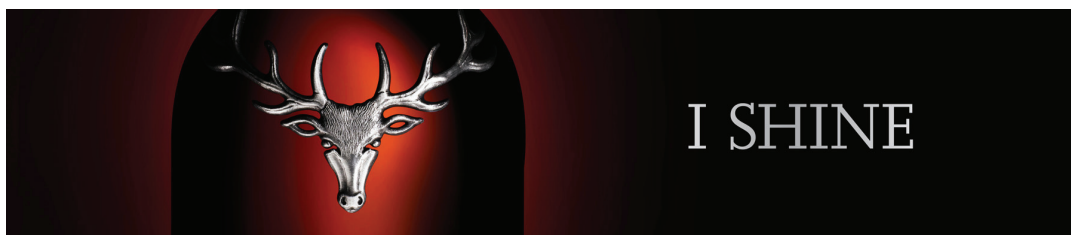
The brands included in the transaction are Wolfschmidt vodka, Calvert, Dark Eyes vodka, Canada House Canadian, and Tempo Triple Sec. The brands, distributed in North America, generated 2012 revenues of approximately \$30 million and approximately 1.8 million cases in volume.

Beam President and CEO Matt Shattock said the deal will allow Beam to focus on its more profitable Power Brands and Rising Stars brands.

The transaction is subject to customary closing conditions and is expected to be completed by the end of January. As part of the transaction, Beam will continue to produce and bottle the brands through at least January 2014.



Rendering of Jewelry by Samantha Davimes store at SAN.



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Stellar Partners

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and eco-friendly jewelry and this is the designer's first-ever retail store since her jewelry is sold primarily in museum stores and art galleries across the US. She seeks out jewelry designers living in developing countries, and works hand-in-hand with designers in locations including Thailand, South Africa, Swaziland and the US. The store will also feature a revolving exhibit of local San Diego jewelry

Right: Renderings of Jer's Chocolates and Sharper Image stores at SAN.

designers.

"We are very excited about these new stores. San Diego is a brand-new market for us. Our temporary stores are just the beginning," says Stackhouse.

Tampa, Fla.-based Stellar Partners is an Airport Concessionaire Disadvantaged Business Enterprise. It currently operates 44 stores in 10 US airports.



Essence Corp. celebrates 25 years with team-building event in Miami



Miami-based distribution company Essence Corp. kicked off its 25th year in business with a week-long marketing meeting for its employees throughout the Americas. The meeting was highlighted by a day of "team building" at the Green Urban Living Center at Miami Dade College's North Campus. The GULC outdoor garden space – which is an official National Wildlife Federation (NWF) Certified Wildlife Habitat and an official United States Humane Society (HSUS) Urban Wildlife Sanctuary, consists of a 100% organic, butterfly garden, organic vegetable/herb garden, compost area, and habitat for native Florida ecosystems.

The Essence team – 50 people strong – weeded, hoed, mulched, planted trees and vegetables, watered and spruced up the entire area. In addition, the Essence team painted a formerly cement-colored concrete turtle, transforming it into a multi-hued, flower-bedecked memento of their visit. The GULC garden is an important source of healthy food for the surrounding urban neighborhood. Not only was this activity a bonding, enjoyable activity for everyone involved, but Essence Corp. provided a big boost for the center, which promotes environmental education, sustainability, eco-friendly lifestyles, healthy eating, natural self-care, organic gardening, overall health & wellbeing, and more. Some more information can be found about GULC at <http://davesgarden.com/products/go/view/20395/#b>

See more photos of the day at the TMI Facebook page at <http://www.facebook.com/TravelMarketsInsider>

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Thornton TR launches digital service to reach travelers prior to their trip

California-based Thornton Travel Retail has launched a new digital marketing service that allows airports, travel retailers and brands in travel retail access to detailed data of confirmed travelers. This will mark the first time the travel retail industry has had the ability to reach potential customers prior to their arrival at the airport, says Mark Thornton of Thornton Travel Retail.

Thornton adds that the service provides an opportunity for brands and retailers to influence their customers in advance and increase the capture rate.

Thornton's service uses data from confirmed air travelers and allows the marketer to commun-

icate to travelers on their boarding pass, social media site and internet sites.

"Now we can identify the traveler and their demographics of gender, point of destination, point of arrival, length of trip, and much more. We can reach them in advance through multiple platforms," says Thornton.

The proprietary engineering, coupled with passenger data, allows for specific impressions to targeted travelers. The service currently offers access to confirmed travelers within the US, as well as US departing passengers.

For more information contact: Mark@thorntontrg.com +1415 215 9371.

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Inaugural TFWA & APTRA Industry Conference on China: speakers announced

TFWA has announced the slate of speakers for the inaugural Industry Conference on China, taking place March 5-7 in the Beijing Hotel, Beijing. Entitled *China's Century: The Fast Pace of Change in China Duty Free & Travel Retail*, the conference is organized by TFWA in partnership with regional association APTRA.

Rui Chenggang, anchor and director for CCTV Business Channel, one of China's leading media personalities, is a keynote speaker on the second day of the conference.

As a journalist who understands the issues that are of concern to Chinese people of all social backgrounds, Chenggang will comment on the aspirations of the Chinese people themselves and how they wish to see China develop.

Other commentators on Chinese society speaking at the conference include James Kynge, editor, China Confidential, FT who will present 'The Rise of China', an insightful assessment of the challenges of doing business in China drawing on research carried out by the *Financial Times*; Rupert Hoogewerf, founder, chairman and chief researcher of the Hurun Report, who will share his understanding and statistical analysis of China's luxury consumer – the rich and the ultra-rich – based on research findings of the *Hurun Report*.

Andrew Wu, LVMH Group President, Greater China is another keynote presenter, giving the multi-national view in his speech on 'From Evolution to Revolution: Understanding China's Consumers'.

A panel discussion on 'Luxury in China and the Chinese luxury consumer' features Christian Blanckaert, Professor of Management, ESCP Business School; Simon Tam, Head of Wine - China, Christie's; Hans-Kristian Hoejsgaard, CEO, Davidoff and Muriel Zingraff-Shariff, Director Retail Concessions, BAA.

Philippe Schaus, CEO, DFS will present the duty free and travel retail industry perspective and Lu Lu, president, China Duty Free Group will provide a retailer's perspective on the challenges and opportunities for the duty free industry in China. Wei Zhang, vice president of Beijing Capital International Airport, the official host of the event, will report on the evolution of its own commercial offer in line with changing passenger expectations.

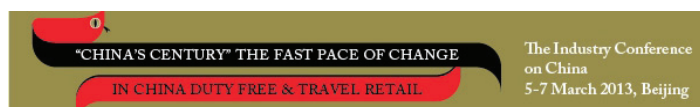
Other speakers include Mark Riches, retail consultant and former CEO World Duty Free; and Sunil Tuli, managing director (Duty Free) King Power Group Hong Kong.

Panelists Peter Harbison, executive chairman CAPA – Centre for Aviation; Wolfgang Weil, CEO, Xi'an Xianyang International Airport; and John Woodhouse, Head of Business Development, China & East Asia, AerRianta International, will take a detailed look at 'China's aviation landscape and the commercial potential'.

Emmanuel De Place, CEO, LS Travel Retail ASPAC; Freda Cheung, CEO Canada, World Duty Free Group; Viveca Chan, founder and CEO, WE Marketing Group, Andrew Stockwell, VP Asia Pacific, Forrester Research; Garry Stasiulevicius, MD, Counter Intelligence Retail; Luxottica's Francis Gros; Puig's Patrick Bouchard; Godiva's Mohamed El-sarky; and Camus Cognac's Cyril Camus, round out the presenters.

Full details of the program, the One2One meetings service, the social events, registration and the hotel booking service can be found at http://www.tfwa.com/duty_free/China-s-Century-Conference.17.0.html

The partners supporting the event include Diamond and Gala Dinner sponsor King Power Group (Hong Kong); Diamond sponsor Patron Spirits; Gold sponsor Puig; lunch sponsors DFS and Furla; coffee break sponsors Chivas, Ferrero, Perfetti Van Melle and



Toblerone; other sponsors Colorful Licenses International, and Kipling.

Pre-registration for the inau-

gural TFWA/APTRA Industry Conference on China is open at www.tfwa.com.

Canada's 2012 duty free sales in the black

Canada's land border and airport duty free sales for full year 2012 ended in positive territory with increases in all regions, according to figures released today by the Canada Border Services Agency.

The Canadian national land border sales for December 2012 were C\$11,693,922, up 1.68% over sales in December 2011. For the 12 months ended Dec. 31, 2012, land border duty free sales were \$146,471,487, up 2.57% compared to the Jan-Dec. 2011 period. Among the three leading product categories, Alcohol sales

rose +3.15% for the month and the full year; Perfume, Cosmetics and Skincare rose +7.40% for the month and +9.09% for the year; Tobacco sales, however, fell -4.72% for the month and were down -0.96% for the year.

Canadian Airport duty free sales were C\$23,851,386 for December 2012, down 1.34% from December 2011. Sales for the full year were up 6.84%, reaching \$250,270,974. For Jan-Dec 2012 vs Jan-Dec 2011, Alcohol sales rose +7.62%, Perfume, Cosmetics, Skincare sales rose +8.7% but Tobacco sales fell -2.09%.



Brown-Forman to set up own distribution company in France

Brown-Forman announced last week that it is establishing its own distribution company in France, effective January 1, 2014.

Brown-Forman's business in France has grown depletions at a double-digit annual rate since 2005. France will join the US, Germany, Australia, Poland, Mexico, China, South Korea, Brazil, the Czech Republic, and Taiwan as countries where Brown-Forman has fully-owned sales and marketing operations.

Brown-Forman's arrangement with current distributor Bacardi Martini France will conclude in December of 2013.

"France is the world's third largest whiskey market and our Jack Daniel's trademark has been enjoying significant growth as French consumers evolve their whiskey preference from scotch to American whiskey. We believe that establishing our own distribution company in France will further the growth of the Jack

Daniel's trademark and, additionally, support the development of our broader premium brand portfolio in this important market," said Mark McCallum, Brown-Forman President, EAE/APAC. Brown-Forman and Bacardi will continue their strategic partnerships in a number of important markets around the world, including the United States and United Kingdom.

Bacardi Rum mixes new look and taste for RTS Cocktails

Bacardi Global Travel Retail has introduced a new look and taste for its collection of Bacardi Ready To Serve Classic Cocktails.

"Since their launch two years ago, Bacardi Ready To Serve Classic Cocktails have pioneered an entirely new category in Global Travel Retail," says Pedro Santos, Marketing Manager for Bacardi rum.

"Bacardi is the No.1 brand in the category and we are building on this success by maximizing convenience and value and continuing to invest in delivering a quality cocktail for travelers

whenever and wherever they please."

Presented in a new-look bottle using higher quality natural flavors and ingredients, the Ready To Serve Classic Cocktails - the Bacardi Mojito, Piña Colada and Strawberry Daiquiri - deliver a taste closer to the original hand-made cocktails, says the company.

The Bacardi Ready To Serve Classic Cocktails are made with Bacardi Superior rum.

"The Classic Cocktails range has a new look which will drive footfall," says Santos. "When the entire range is showcased on a



prominent gondola, which highlights its convenience benefits, it can act as a real magnet for holiday travelers."

The Bacardi Ready To Serve Classic Cocktails range is currently being rolled out across Global Travel Retail.



Trevor Pinion, Fashion Manager, Nuanace Locations joins Maui Jim dancers at the December launch of the new Orlando Airport store.

Maui Jim Sunglasses celebrated its launch in the new Nuanace Duty Free store at Orlando International Airport in December with three days of performances by Hawaiian dancers. In a special promotion designed to raise the visibility of the sunglasses category and Maui Jim's polarized sunglass brand, the dances handed out leis to passengers near the flagship Nuanace store in Airside 4 on Dec. 13-15. The store was opened in association with DFASS.

"This colorful event with music, dancers and a GWP with every purchase of Maui Jims really created a festival atmosphere at Orlando airport. The Nuanace team was very supportive, everyone had fun and sunglasses got a big boost," says Maui Jim Travel Retail Manager Americas Silvana P Garcia.



Midnight Moon Moonshine from Piedmont Distillers is the first moonshine available world-wide in duty free, says Operational Manager Amy Hildreth from Alfa Brands, the agent for the product. The moonshine is shown here on shelf at Niagara Duty Free in Canada

ISPY2013 focuses on inflight team work

ISPY2013 (Inflight Sales Person of the Year) last week concluded another successful five days of inflight crew training sessions, assessments, workshops, conferences, showcases and networking for all airline inflight retail stakeholders. The event officially concluded with a Gala Awards and Dinner, sponsored by Coty, Mars and Portfolio Partners, on Friday Jan. 18, 2013.

Christine Martin, director ISPY and TRT commented: "This event is the product of teamwork, support and the enthusiasm of crew to embrace the ISPY philosophy - it's all about being part of a team. For that reason, I would like to thank all who have attended, all

who have helped make it happen, and above all, the fantastic crew. We are so proud of them and wish them the best as they take home all the training, knowledge, skills and experiences they have learnt here at ISPY2013 to grow in their roles as the world's greatest selling crew."

ISPY2013's program is designed to provide crew motivation, a focus on best practice in crew training, a platform for ideas exchange and a morale and attitude changer. For the first time, ISPY also featured a trade show.

Notable winners included: Airline of the Year Award: Virgin Atlantic Airways; Individual Sales Person of the Year - Gemma

Brinkley, easyJet; In-flight Sales People of the Year - Nozzie Masela and Joca Botha, South African Airways; Ray Martin Act of Kindness Award - Barbara Frerichs and Markus Oldenburger (jointly), TUIfly.

Air Canada won the ISPY's Got Talent Award. To see why, go to the TMI Facebook page. For more information, visit www.ispy-international.com.