



Brown-Forman re-enters Scotch whisky segment with big distillery purchase

Brown-Forman Corporation made big news in the whisky world when it announced on Wednesday that it will purchase The BenRiach Distillery Company for approximately £285 million (US\$416 million).

The purchase will add three Single Malt Scotch Whisky brands into Brown-Forman's growing whiskey portfolio: The GlenDronach, BenRiach, and Glenglassaugh.

Expected to close on or about June 1, 2016, the deal includes brand trademarks, three malt distilleries, a bottling plant, and the company's headquarters in Edinburgh, Scotland.

The BenRiach Distillery Company, which has a workforce of 165 employees including 55 seasonal and casual workers, will operate as a subsidiary of Brown-Forman.

"The acquisition of these super premium brands will allow Brown-Forman to re-enter one of our industry's most exciting and consis-

tent growth segments, Single Malt Scotch Whisky," said Brown-Forman Chief Executive Officer Paul Varga.

"The Glendronach, BenRiach, and Glenglassaugh single malt brands are rich in history and we believe they will continue to prosper and grow in our hands."

Brown-Forman is no stranger to Scotch whisky. B-F was a minority shareholder of Glenmorangie plc and marketed the Glenmorangie Single Malt Whisky brand in the U.S. and Canada from 1992 to 2005, adding Europe and certain Asian markets in 2000. The company sold its interest as part of Glenmorangie's sale to Moët Hennessy in 2005.

"We feel immensely privileged to have been custodians of this business for the last 12 years, and to be associated with these wonderful brands and great distilleries," said Billy Walker, managing director of The BenRiach Distillery Company Limited.

"Our team have energized these

distilleries and engaged creatively and successfully with the premium end of the market. We are very confident that Brown-Forman will take The GlenDronach, BenRiach, and Glenglassaugh brands to the next level and fulfill their full potential, and prove to be worthy custodians of these historic distilleries."

The GlenDronach Distillery, located in the Scottish Highlands, was founded in 1826 and produces a range of ultra-premium single malt whiskies and is most noted for its richly sherried whiskies. The BenRiach Distillery, located in Speyside, began making malt whisky in 1898 and is known for experimenting with wood finishes producing whisky from both non-peated and peated malted barley. The Glenglassaugh Distillery, founded in 1875, is located in the northern Highlands overlooking the North Sea, and produces a coastal Highland malt.

Brown-Forman's return to Scotch Whisky follows last year's groundbreaking for Slane Distillery, the company's initial entry into distilling Irish whiskey.

B-F names Eric Helms head of marketing for global travel retail

Brown-Forman has named **Eric Helms** as marketing director for Global Travel Retail, effective April 1. Helms takes over from **Tim Young** and **Jeannine Wise** who will shift to other responsibilities.

Young now serves as marketing director for Brown-Forman's interests in India/Middle East/Africa and the Caribbean/Central and South America. Wise will continue to expand the company's focus on retail partners around the world as Customer Marketing Director for Global Travel Retail.

Helms joined Brown-Forman in 2014 as North American Marketing Director for Finlandia Vodka and Chambord before taking on the role of Global Brand Director for Jack Daniel's Tennessee and Fire. Prior to Brown-Forman, Helms held marketing positions with Anheuser-Busch, Diageo, Coca-Cola North America, and L'Oréal. He will continue to be based in Louisville, Kentucky.



AIRPORTS

DFW opens new concessions in renovated section of Terminal E

Dallas Fort Worth International Airport has opened six new concessions in the latest section of Terminal E to be renovated as part of DFW's Terminal Renewal and Improvement Program (TRIP).

Four new retail outlets include women's accessories from Marshall-Rouso, Texas-themed gifts at Texas Marketplace, and electronics from InMotion, as well as a pre-security Southwest News. For dining, DFW passengers can now enjoy Chef Tim Love's Fort Worth burger joint *Love Shack* and Dallas smokehouse barbecue at *Sonny Bryan's*.

The latest upgrades to Terminal E include renovations to gates E11 through E17 along with the corresponding airline ticketing hall for Alaska Airlines and Delta Air Lines, baggage claims at E13 and E14 and a security checkpoint (E16 is opening May 15).

"When our customers arrive at Terminal E, they will certainly notice significant progress and activity as a result of our TRIP renovations," said Khaled Naja, DFW Airport's executive vice president of Airport Development and Planning.

Hudson brings something sweet at O'Hare

Hudson Group has partnered with Chicago-based Sarah's Candies in Chicago O'Hare International Airport, in a new confectionery concession officially opening in Terminal 2 on May 2.

Sarah's Candies is unique in that all the locally made products are sourced from women-owned local businesses, including founder Sarah Levy Imberman herself.

The store will offer handmade chocolate candies made by Imberman and other Chicago confectioners along with more healthy snacks.

"We're excited to launch the new store to engage all five senses of passengers and enhance their overall travel experience," stated Imberman. The grand opening will include a ribbon-cutting, cooking demonstration, sampling, prize giveaways and live music.

"The quality of Sarah's Candies as well as the fine selection of the other confectionery brands only reinforces our goal to be 'The Traveler's Best Friend'," said Hudson Group President & CEO Joe DiDomizio.

Shiseido Group creates unified travel retail division

Shiseido Group has announced that it is joining its Shiseido and Beauté Prestige International (BPI) cosmetics and fragrance businesses into one dedicated travel retail division.

The new Shiseido Travel Retail division, based in Singapore, is effective from May 1, 2016. It will create a streamlined organization with balanced strengths across all three axes of beauty: skincare, make-up and fragrances.

The announcement marks a key step in Shiseido Group's Vision 2020 corporate strategy, with a goal to build 'One Shiseido, One Travel Retail' globally.

Shiseido Travel Retail represents one of six regional entities in the new organizational matrix under the Vision 2020 plan, designed to rejuvenate Shiseido Group and make it more responsive to the fast-changing consumers and markets, driving growth and profitability, says the company.

The structural reform will take place on all levels, creating an agile organization that can quickly respond to market changes, driving sales productivity and operational excellence.

The move is driven by four key objectives:

1. Become a truly global organization that can speak with one voice
2. Reinforce partnerships with retail operators
3. Boost retail operations excellence
4. Create strong and innovative brands

Philippe Lesné will lead the global organization as President, reporting directly to Shiseido Group CEO Masahiko Uotani, with a new-look management team, that includes: Elisabeth Jouguelet as VP – Marketing; Kenji Calmèjane as GM – Travel Retail Asia Pacific; Olivier Decazes as GM – Travel Retail Europe, Middle East & Africa, and Vincent Baland as GM – Travel Retail Americas

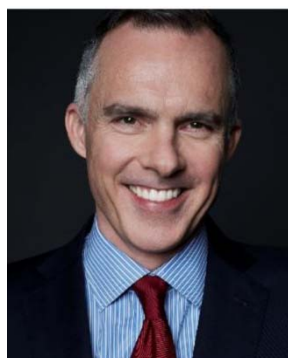
Shiseido Travel Retail will have 210 employees worldwide.

Develop strong brands

The consolidated portfolio includes skincare brands Shiseido, Clé de Peau Beauté, Anessa and Aupres; make-up brands NARS and bareMinerals; and fragrance brands Issey Miyake, Narciso Rodriguez, Elie Saab, Alaïa and Zadig & Voltaire.

It also includes niche fragrance Serge Lutens and the distribution of Burberry in selected travel retail markets in Europe and Asia Pacific.

Continued on next page.



Clockwise from top: Philippe Lesné, president of the new Shiseido Travel Retail division; Elisabeth Jouguelet - VP – Marketing; Vincent Baland GM – Travel Retail Americas.

Shiseido Travel Retail Unified Brand Portfolio

Skincare	Make-up	Fragrances

* Distributed in selected Travel Retail markets

Travel Markets Insider 255 NE 3rd Ave., #312,
Delray Beach Florida USA 33444

parsnip5@aol.com www.travelmarketsinsider.net



Unified Shiseido Travel Retail launched

Continued from page 2.

These brands will benefit from Shiseido Group's 'Centers of Excellence' worldwide, created to drive the development of globally competitive brands and accelerate category innovation. The Center of Excellence for skincare is in Tokyo, the Centers of Excellence for make-up and digital in New York, and the Center of Excellence for fragrances in Paris.

"One Shiseido" vision

Shiseido Travel Retail President Philippe Lesné comments: "This is an extremely exciting time for Shiseido Travel Retail, as we witness the actualisation of our CEO Masahiko Uotani's 'One Shiseido' vision in the dynamic travel retail channel. The landscape has seen an unprecedented level of change in recent years, with retailer consolidation and mobile and digital technology creating a truly global territory of global operators and global shoppers. We are also seeing a major shift in growth towards Asia, a region that is at the heart of our strategy for travel retail and where our skincare expertise is based."

Lesné continues: "We want to create new synergies between our cosmetics and fragrance businesses, and become a more agile and efficient organization to better serve our consumers and partners, speaking to them in one voice through a coherent global travel retail strategy. The unification brings together BPI's expertise in fragrances with Shiseido Group's strengths in cosmetics, creating a comprehensive three-axis portfolio which enables the sharing of best practices and resources to drive growth."

"Looking ahead, I believe Shiseido Travel Retail will provide a powerful global showcase and profitable growth driver for Shiseido Group on its roadmap to achieve Vision 2020, as well as being an agile, entrepreneurial and strategic partner for travel retail operators in all corners of the globe."

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Scalamandre appointment

The group also recently announced the appointment of Jill Scalamandre as president of the newly launched Global Makeup Center of Excellence, effective July 21.

Based in New York, the Center of Excellence will serve as a global innovation center for the design, development and execution of prestige color cosmetics initiatives across the company in support of all of its makeup brands. Scalamandre was previously Chief Marketing Officer, Skincare, Coty and Senior Vice President, philosophy. She will report to Marc Rey, President & CEO of Shiseido Americas.

Desigual scoops Best New Retail Concept award at LaGuardia Airport



Barcelona fashion brand Desigual has been recognized by New York LaGuardia Airport Terminal B master retail developer Marketplace Development as Best New Concept 2015 during the 10th "Quest for the Best" annual awards brunch.

The 74sqm LaGuardia store - opened in June 2015 - is the latest milestone in its drive to make Desigual's colorful and innovative approach to fashion a fixture in the US travel retail channel. Working in close partnership with its retail partners in the region, Desigual has mono-brand boutiques with Dufry Group (Dallas and New York LaGuardia), Airst (Pittsburgh), and WDFG (Miami). LaGuardia Airport's Terminal B is the largest of the four terminals at LaGuardia and serves approximately 14 million passengers annually.

Desigual is an international fashion company founded in Barcelona in 1984. It is defined by its unique way of interpreting fashion and life, with original, upbeat and colorful designs based on positive values such as creativity, fun and the celebration of difference. The company is currently present in over 100 countries through 16 sales channels and over 500 of its own stores, 7,000 multi-brand stores, 2,700 concessions in department stores and over 11,000 new-category points of sale.



Shiseido Travel Retail will make its first appearance as a unified entity at the upcoming TFWA Asia Pacific event, where it will showcase Issey Miyake's summer fragrances for 2016 as well as Narciso Poudrée by Narciso Rodriguez.



David Ferreira dferreira@cross.com

DANZKA Vodka to return to U.S. domestic market with CIL US Wines & Spirits

DANZKA Vodka is making its long awaited re-entry into the U.S. domestic market shortly, and has chosen CIL US Wines & Spirits, the American subsidiary of independent and family-owned Camus Wines & Spirits, as importer and supplier for the market.

"We are thrilled to lead the effort to welcome DANZKA Vodka back to the U.S.," said Jean Denis Voin, executive vice-president, CIL US Wines & Spirits. "It is a great liquid and a brand which never had the kind of aggressive focus and attention that we are prepared to devote."

Launched in Copenhagen, Denmark 25 years ago in its iconic aluminum bottle, DANZKA Vodka is a smooth aromatic Scandinavian-style vodka made using a combination of pure demineralized water, 100 percent whole-wheat grain, continuous six-column distillation, and a

triple-filtration system.

In 2004, the brand was acquired by V&S/ The Absolute Spirits Company and launched in the United States.

In 2006, the brand was sold to Belvedere SA and in 2013 DANZKA Vodka was purchased by third-generation German family-owned Waldemar Behn GmbH.

Waldemar Behn – which is headquartered in Eckernförde on former Danish territory in the most northern part of Germany -- says it plans to focus on the unique values of the vodka brand.

"From the onset of our relationship with the Camus team, we have felt a shared respect for tradition and handcrafted quality," said Rüdiger Behn, managing director, Waldemar Behn, GmbH. "Both of our portfolios have been guided by generations, and we are confident that the CIL US team is

ideally suited to help us prove that DANZKA Vodka is more than a cool package."

DANZKA Vodka will initially be launching in New York, New Jersey, Massachusetts, Florida and Illinois in mid-2016, with an aggressive rollout continuing into 2017.

DANZKA will be supported nationally with print advertising, on- and off-premise POS, public relations and events.

In the U.S., the DANZKA portfolio will include DANZKA 40%, as well as the Citrus, Cran-raz and Apple flavor varieties, available in two sizes: 750 ml and 1liter; a 1.75L will be added later in 2016.

DANZKA Vodka was recently awarded the Gold Medal at the 2016 San Francisco World Spirits



Competition.

DANZKA's travel retail business in the U.S. is also getting a boost in June, when Behn will initiate an airport program with Dufry in Chicago, Houston, Newark, Seattle and Las Vegas.



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Essence Corp

has an immediate opening for an

Acct Manager for Travel Retail

The ideal candidate will be based in Miami and must have a minimum of two years' experience within the luxury brand industry.

Willing to travel 50% - 60% of the time to Mexico and West Coast.

Strong communication and presentation skills and ability to conduct training seminars and motivate sales staff.

This individual will be responsible for in-store visits, counters, beauty advisers, sell-in/out actions and in store promotions.

Must have a high level of skills using Excel, PowerPoint and other MS Office applications. Mandatory Bilingual: English/Spanish, written and oral.

Please send resumes to musallan@essence-corp.com

ACTION

Has an opening for an Account Coordinator

Responsible for developing and implementing tools to support the growth of the brand's portfolio, including merchandising, marketing plans, new product launches, animations, and training of sales associates. The brand coordinator partners with the Brand Manager to reach/surpass sell out objectives, and increase markets share by maintaining an active presence in POS, and an excellent relationship with clients, beauty advisers, and in store personnel.

- ° Bachelor's degree in related field
 - ° 1-3 years of relevant professional experience
 - ° Very open to travel, around 40% of the time
 - ° Bilingual English - Spanish. French is a plus
 - ° Excellent communication and presentation skills
 - ° MS Office skills (Excel and PowerPoint mainly)
- Company is based in Miami.
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