



IAADFS 2016 will be remembered with sadness *By Lois Pasternak*

Sadly, whenever those of us who attended this year's Duty Free Show of the Americas will think back on the event, it will be tinged with the terrible news of Alberto "Pancho" Motta's untimely and tragic passing that happened after he and his wife Loraine returned home to Panama City. Pancho, president of the IAADFS for more than a decade, suffered a heart attack last Monday, April 11.

Pancho had been a vibrant presence at the Orlando show through-

out the week, greeting everyone with high spirits and a can-do attitude. Heir to the family that created the duty free industry in the Americas, he was a warm, intelligent gentleman and will be greatly missed by all who knew him.

The show itself was undeniably quieter than in years past – even though both the Opening cocktail and the Gala dinner were fully attended.

IAADFS Executive Director Michael Payne told *TMI* over the

weekend that he was "pleasantly surprised by the caliber of the show after the headwinds" he had been expecting prior to the start of the event.

"We had about 643 buyers, down about 22 from last year," he said. "And we had 220 fewer people on the exhibition stands," he added. "But the trade floor had been fully subscribed and we had some interesting new brands at the show."

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Canada's Peace Bridge issues first tender in 30 years

In an effort to "test the market" on the Canadian side of the northern border, the Buffalo and Fort Erie Public Bridge Authority last month issued a request for proposals (RFP) to operate a Canadian duty free store at Peace Bridge Duty Free, located at the Niagara River Crossing between Buffalo, New York and Fort Erie, Ontario. The existing lease expires on October 31, 2016.

This is the first ever tender for the Peace Bridge, which opened the duty free shop in 1986, and is the second busiest border crossing between Canada and the US with approximately 5.5 million vehicles crossing annually.

Ron Rienas, General Manager, Buffalo and Fort Erie Public Bridge Authority, told *TMI* that with the current lease expiring this year, "after 30 years the Peace Bridge Authority wanted to test the market."

Rienas went on to say: "The current concessionaire can also bid for the concession rights. The Peace Bridge Authority, as a public authority, is seeking the best value proposal. All proposals must be able to obtain a license to operate a Duty Free from the Canada Border Services Agency."

The Bridge Authority issued the RFP on March 1, with a submission deadline for interested

parties on May 2, 2016. The authority anticipates it will make its choice by July 1, 2016 and expects that a lease will be executed between both parties by August 15, 2016.

The RFP is for a minimum period of 15 years and includes one five year renewal option. The duty free operator will pay the Bridge an annual base rent of a fixed minimum annual of \$2,500,000 and a percentage rent payment that is based on gross sales.

The current duty free shop building available for lease is a freestanding building with more than 28,000 square feet of retail space and with dedicated parking for 146 cars, 24 trucks and 10 buses.

The existing duty free shop also includes a currency exchange service, bank machine, McDonald's restaurant and a Tim Hortons restaurant. The tender winner will have the opportunity to sublease space in the duty free shop to the existing subtenants and/or to other subtenants with product offerings that are complementary (such as banking, currency exchange, restaurants, commercial retail operations or services) to the duty free shop.

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PEOPLE



David Carvalho, above with **Jerusa Moura**, who joined **Revlon** in October 2014 in the role of Senior Vice-President and General Manager Global Distributors, Licensees and Travel-Retail business, has been promoted to Senior Vice President Consumer International. He is now responsible for all of Revlon's International Consumer domestic business outside of North America and Global Travel Retail.

Jerusa Moura, previously Global Marketing Director – Distributors & Travel Retail for **Revlon**, has been promoted to Director, Global Travel Retail, and will assume responsibility for the travel retail business worldwide.

Guillaume Sillani has joined **INCC Parfums**, creator of the Mercedes-Benz and Monaco brands, as Area Export Manager for Latin America handling local market and travel retail. He can be reached at g.sillani@incc-group.com

ACI World has announced the appointment of **Stefano Baronci** as Director of Economics and Program Development. Baronci has more than 15 years of experience in aviation. Key roles include his tenure as Secretary General of Assaeroporti, an Association of 37 Airport Operators in Italy, and Senior Policy Manager at ACI Europe. He will move to ACI World's Montreal office in June.



ASUR to issue duty free tender for Cancun and Cozumel airports in June

Grupo Aeroportuario del Sureste (ASUR) will be issuing a tender for a Master Concessionaire to operate the duty free concessions at Cancun and Cozumel airports, which are due to expire in May 2017. The privatized airports have been operated by ASUR since 1999.

“We will have the tender documents out no later than June of this year,” Manuel Gutiérrez Sola, ASUR Chief Commercial Officer, told *TMI* during the Duty Free Show of the Americas last week.

The new contract will be for a period of ten years and will include all of the current terminals in Cancun airport, as well as the new terminal 4 now under construction, says Gutiérrez.

The current concession contract was originally signed with Aldeasa in 2001, which now operates under World Duty Free Group, which itself has been acquired by Dufry.

Mexican President Enrique Peña Nieto officially inaugurated the recently renovated and extended Terminal 3 at Cancun International Airport on March 13.

ASUR invested more than 1,000

million Mexican pesos (approx. US\$57 million) in refurbishing Terminal 3, adding six new bridges to accommodate wide body aircraft increasing capacity of the terminal to 10 million passengers, says Gutiérrez.

Construction on the new Terminal 4, which began in the fourth quarter of last year, continues on schedule, he says. ASUR will invest \$200 million in the new 52,000 sqm terminal. The first phase is due for completion by Q1 of 2018.

The new terminal will have a capacity of 6.5 million passengers in its first phase, eventually increasing to 25 million passengers.

With the recently opened T3 and the new T4, Cancun airport capacity will increase to more than 35 million passengers. In 2015, the airport delivered a strong 12.3% increase in passenger traffic, reaching 19.6 million. International traffic reached 13.6 million, up by 13%. Traffic at Cozumel airport reached 554,000, up by 7.6%. International traffic accounted for 443,700 of the total.

LP & JG



The WDFG (Aldeasa) walk-through duty free store in Cancun airport.

Peace Bridge duty free tender

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The successful proponent must obtain a license to operate a duty free shop from the Canada Border Services Agency (CBSA), which means the lessee has to be a Canadian citizen or corporation.

The Authority is scheduled to begin a construction project to rehabilitate the Peace Bridge beginning in October 2016, which will continue for three years. Replacement of the concrete bridge deck will be conducted during off-peak travel season (October 15 – May 1), and the bridge will be reduced from three lanes to two during construction.

The RFP can be viewed on the Peace Bridge website at www.peacebridge.com.

The current Peace Bridge Duty Free was one of the first land border Duty Free shops in Ontario. It was opened in 1986 by George W. Slipp.

The Peace Bridge Duty Free is famous for its quality luxury brand names and excellent customer service and holds the record for selling more Crown Royal than any other retailer in the world. Peace Bridge Duty Free has won many prestigious awards within the Duty Free Industry for its efforts in Marketing and Sales and have been leaders in the industry for many new Duty Free initiatives.

Michael Pasternak

ESTÉE LAUDER
THE NIGHT IS YOUNG

Weekly Power-Up Prepare for Repair "Beauty Sleep" in a Bottle



Baileys creates new TR exclusive XC made with cognac

In an effort to appeal to female travelers, Diageo GTME has created a new premium Baileys liqueur in a variant that combines cognac with fine spirit and cream from Baileys.

Presented in a lovely blue-tinted bottle designed to attract female travelers, the new Baileys XC is exclusive to travel retail and will be first available through Gebr. Heineemann, where it will be exclusive until May 31.

Baileys XC will then be launched across all key travel retail markets from June 2016.

Pop-up retail experiences, retail furniture and display units, featuring feminine Parisienne styling will be rolled out across key air-

ports as part of the launch activity.

The name of the new Baileys is derived from the 'Exceptional Cream' liqueur showcased in this luxury blend, says the company.

"We are thrilled to bring our customers and shoppers alike, this beautiful new travel retail exclusive from Baileys. We know that a huge opportunity exists within travel retail – and that is to further capture the



attention of female shoppers within the spirits category. We also know that Baileys consistently performs well with our female shoppers and therefore the launch of Baileys XC comes at a perfect time for the brand. Baileys XC is a liqueur of the highest quality, and its exclu-

sivity to the channel confirms the importance of travel retail in the premium spirits market," says Peter Fairbrother, Global Marketing Director of Diageo GTME.

The bottle features an intricate holographic label and will retail at \$22.50 for a 50cl bottle.

Galbis brings a unique offer to duty free show

Jorge Galbis' Global Brand Equity Solutions (GBES) introduced some unique products to the region at the IAADFS Duty Free Show of the Americas.

Medea Vodka, which features a patented, customizable LED message band on the bottle, is rapidly expanding as it enters the duty free/travel retail markets.

"Retailers have been quick to see the excitement Medea generates when customers view the bottle," says Galbis.

"Orders for Medea Vodka are booming. Consumers and retailers are constantly calling for something innovative, new and different. Medea is answering their call with a great tasting vodka and its value added technology," said Hauke Marquardt, Managing Director of GTRD.

GTRD holds the distribution rights for Medea Vodka for travel retail/duty free and partners with Global Brand Equity Solutions, GBES, for the Americas.

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Patrón Spirits introduces Special Edition 1-Liter bottle in Travel Retail

Patrón Spirits introduced a special edition 1-liter Patrón Silver tequila bottle, new for duty free, at the 2016 IAADFS Duty Free Show of the Americas.

Patrón Spirits is discontinuing the 750ml and 700ml core Patrón tequila and liqueur bottles in global travel retail, replacing them with the 1-liter size bottles.

The exclusive collectors' edition bottle features an intricate design of the Patrón tequila bee, rendered in pure pewter and hand applied.

The bottle is finished with a distinctive glass stopper.

"Only in duty free will people find our core line of Patrón tequilas and liqueurs in 1-liter size bottles, and we're enthusiastic to begin that transition from our standard domestic 750ml and 700ml bottles. This special edition, extremely eye-catching bottle – which marks the first time that we've so strikingly reimagined our Patrón label – is the perfect way to introduce and excite travel retail customers about the new larger size Patrón bottle that they'll now find when shopping for our tequilas and liqueurs in duty free," said John Kilmartin, VP, Global Travel Retail at Patrón Spirits International.

The change to 1-liter applies to all three Patrón tequilas (Patrón Silver, Patrón Reposado, and Patrón Añejo), and all three Patrón XO Cafe liqueurs (Patrón XO Cafe, Patrón XO Cafe Dark Cocoa, and Patrón XO Cafe Incendio.) The Patrón Citrónge line of liqueurs will also continue to be available in 1-liter size bottles.



COME SEE OUR NEW LOOK AT BOOTH 723

David Ferreira dferreira@cross.com



Galbis brings innovation to duty free *Continued from page 3.*

The LED bottle uses Apple's iBeacon Bluetooth technology to allow a smart phone to wirelessly set and display scrolling messages. Medea drinkers can create and edit up to 10 different messages of their choice.

Medea is an ultra-premium vodka, distilled with pure artesian water in Schiedam, Holland at the Herman Jansen Distillery. It was just awarded a Gold Medal at the San Francisco World Spirits Competition 2016.

GBES also featured VinGardeValise, a specially developed and patented suitcase to transport wine and other beverages in travel retail and duty free.

The product, designed and developed by American wine expert Barry Wax, is for those who have to transport wine or spirits safely.



2016 IAADFS recap *Continued from page 1.*

Although there were complaints about some missing buyers, by the end of the show, most exhibitors reported they had held some very important meetings with buyers, and expected to generate new business from the show. In an interesting development, many of the exhibitors TMI spoke with said that Wednesday was a much busier day than they had expected, driving home the value of the three day trade market.

There was quite a lot of discussions about how to make sure that the Show remains relevant for the industry going forward.

In another highlight, attendees at the annual Women in Travel Retail networking breakfast filled the room. The breakfast was co-sponsored this year by Furla and *Travel Markets Insider* and raised nearly \$6,000 – more than enough to sponsor a child at Lycée Jean-Baptiste

Pointe du Sale School built by the Hand in Hand for Haiti Foundation following the Haiti earthquake of 2010. A portion of the proceeds also will be donated to Escuela de la Calle (EDELAC) in Guatemala, the beneficiary of the 2nd annual Fun Run/Walk sponsored by Essence Corp. and IAADFS on Sports Day. Big thanks to everyone who so generously donated the wonderful gifts we had for the raffle and auction.

In another touching event, Nick Tamma emotionally announced that he was stepping down as head of the agency he founded in 1985, American Caribbean Gateway (ACG), which was acquired by Otis McAllister, Inc. four years ago. Tamma spoke at the annual company dinner on Monday night in Orlando, attended by staff, clients and customers.

TMI will run more Orlando news over the coming weeks.



DFNI honors DFS with top Travel Retailers Americas award

The annual DFNI Awards for Travel-Retail Excellence in the Americas took place during last week's Duty Free Show of the Americas, and recognized some of the top performing companies in the region. For the second year in a row, DFS Group won the top prize, and was named both travel retailer of the year and airport retailer of the year.

Voting for the awards is open to all companies in the Americas travel retail industry. The awards were presented by *Duty-Free News International* editor Kapila Gohel.

In other awards, Canadian duty free operator Importations Guay Ltée was named best border/downtown store. Starboard Cruise Services won best cruise/ferry/port store. DFASS was named best inflight retailer of the year.

PUIG took home the Americas' supplier of the year award, and LVMH received best new product launch for James Hennessy by Moët Hennessy.

ACTIUM

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 advisors, 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.

Send resume to prodrigues@actium.us



Heinemann
Americas, Inc.

Heinemann Americas

Has an immediate opening for a **Logistics Customer Service Officer**

The position maintains a professional business relationship between our Customers and Third-party logistics provider, ensures that U.S. Compliance is being upheld, and maintains updated status's on all outbound orders.

Professional qualifications:

5-10 years of experience in supply chain management and or logistics

Basic user knowledge of SAP
At least 5 years of experience working in logistics environment
Experience working in international logistics companies
Strong analytical, communication, negotiation and decision making skills

Business fluent in English
Advance knowledge of MS Office
Able to work independently
Experience in handling small to medium sized teams

Please send resumes to info@heinemann-americas.com