



Hand in Hand for Haiti hires first Executive Director

Staff from Starboard Cruise services, Onboard Media and other Miami organizations recently had the opportunity to meet Erin Morales, who joined Hand in Hand for Haiti as the organization's first Executive Director in November 2015. In this role, she is responsible for U.S. operations and global resource development for the Lycée Jean-Bapiste Pointe du Sable, a school of excellence built for under-privileged children in Saint-Marc, Haiti following the devastating earthquake that pummeled the country in 2010.

The school will be celebrating its fifth anniversary this year and currently has 350 children enrolled with classes going from nursery level 3-year-olds to the fourth grade. It was built with 100% donated funds, much of it coming from the duty free industry. At full capacity, the school will enroll 720 students through high school.

Morales has more than 15 years of non-profit management experience with a special focus on children's issues and education.

She has held senior management positions with the American Cancer Society, Smithsonian Institution, Trinity School, Liberty Science Center and Advocates for Children of NJ. She lives in New Jersey with her husband and two children.

Morales met with the two groups -- both divisions of LVMH -- at the Onboard Media offices on Feb. 18 to report on her visit to the school and update them on recent developments. Starboard and On-

board raise approximately half a million dollars a year for the school through a variety of projects and activities.

Also onhand were members of the Hand in Hand for Haiti Advisory Board, Robin Rosenbaum-Andras, Senior VP Marketing at Starboard Cruise Services, and Jeff Feldman, Vice President at Uribe Construction, who is an active member of several organizations that work with Haiti.



Left. Hand in Hand for Haiti Advisory Board member Jeff Feldman, Starboard's Robin Rosenbaum-Andras, and HHfH Executive Director Erin Morales. Right. Students at the Lycée were so excited to receive special packages to take home during Carnival at the beginning of February. Photo by Erin Morales.



Porthole Cruise

PORTHOLE CRUISE TURNS 20

Congratulations to our neighbor publication, *Porthole Cruise Magazine*, published by PPI Group, which is celebrating its 20-year anniversary this year.

On newsstands since 1996, and available by both print and digital subscriptions, *Porthole Cruise Magazine* "inspires" travelers to cruise through its wide array of editorial with ship reviews, destination features, onboard coverage, and photography, says Bill Panoff, publisher and editor-in-chief.

The anniversary kicks off with the March/April 2016 issue, which hit newsstands March 8.

The March/April issue also unveils a new logo that brings the word "cruise" to the forefront of the magazine's masthead.

In related news, PPI Group has been selected as the official media host of Seatrade Cruise Global taking place March 14-17, 2016, in Fort Lauderdale.

Edrington WEBB to distribute Southern Comfort in the Americas

Edrington WEBB Travel Retail Americas (EWTRA) has announced that it has partnered with Sazerac to exclusively distribute and market Southern Comfort in the duty free and cruise channels, as well as the global business of Dufry and DFS, beginning March 1, 2016.

Sazerac announced in January that it had purchased the American liqueur, which sells more than two million cases annually, from Brown-Forman.

Andy Consuegra, chief operating officer from EWTRA, praised Sazerac for its confidence in entrusting Southern Comfort to his team in the important duty free and cruise channels.

"Sazerac has witnessed our compelling success in this channel, thanks to a singular focus on the traveling consumer in the Americas, forging strong trade relationships to promote and build brands that engage the traveler, whether vacationing in the Caribbean, sailing on a cruise ship or moving through airports," says Consuegra.

Founded in January 2015, Edrington WEBB Travel Retail Americas is a joint venture between The Edrington Group and World Equity Brand Builders (WEBB). Southern Comfort joins a spirits and wines portfolio that includes The Macallan Single Malt, Highland Park, The Famous

Grouse, Brugal Rum, Tito's Handmade Vodka, Disaronno, Cutty Sark, Tia Maria, Armand de Brignac, Licor 43, Villa Massa and wine labels Cupcake Vineyards, Ramon Bilbao, Luc Belaire and Mionetto.

Southern Comfort is made from neutral spirits with a blend of fruit, spice and whiskey overtones. Created at McCauley's Tavern in New Orleans's French Quarter in 1874, the brand today maintains its proprietary original blending recipe.

EWTRA will be exhibiting its full portfolio at the IAADFS Duty Free Show of the Americas at Stand 923.



Washington's Reagan and Dulles Airports open 100th new shopping and dining option at redesigned concessions program



Erwin Pearl, a fashion jewelry brand crafted in Rhode Island, has the distinction of being the 100th new concession to open at Ronald Reagan Washington National Airport and Washington Dulles International Airport. This milestone was reached as the two airports are undergoing a massive overhaul of nearly every store and restaurant under concession manager MarketPlace Development.

Erwin Pearl – known for its high quality accent and statement pieces – opened at Dulles International on February 11, just 21 months into the four-year redevelopment program.

“The Dulles Store has been doing very well since we opened,” said Michael McGratty, Erwin Pearl Director of Sales.

“We have a strong commitment to airport retail, including two stores at O’Hare and two at Sacramento International. We also have airport stores at Pittsburgh, Minneapolis/ St. Paul, Charlotte Douglas and Indianapolis and have aggressively been opening stores in high traffic areas including Disney Springs and Tyson’s Corner Center in the last year,” he tells *TMI*.

The focus of the Washington area redevelopment has been to bring a new variety of shopping and dining options to the airports, said Steve Baker, Metropolitan Washington Airports Authority vice president for customer and concession development, who has headed up the transformation.

“[We want to] provide our passengers with local, regional and national favorites that will enhance and highlight their time with us,” he said. “Our passengers’ journeys begin with us, and we want to make sure that beginning is a positive, memorable experience.”

MWAA and MarketPlace Development were also looking to create a sense of place that incorporates the uniqueness and identity of the National Capital Region.

“Reagan National and Dulles International are gateways to our nation’s capital. It’s vital that the airport food and retail offerings express the character of the D.C. metropolitan area and fulfill the needs of the modern traveler,” says Paul McGinn, President of MarketPlace Development.

Some of the new specialty brands at Dulles International include Burberry, Montblanc, L’Occitane, Michael Kors, Kiehl’s, Thomas Pink and Coach (all operated by DFA), as well as Estée Lauder/M.A.C (managed by International Shoppes), Tumi, Swarovski and Vera Bradley, and clothing brand Vineyard Vines (managed by Hudson Group).

New shopping options at Ronald Reagan National Airport include Spanx, Tumi, Brighton, Brooks Brothers, Lacoste, and Vineyard Vines.

The redevelopment is ongoing at both airports. Further announcements of new stores and restaurants will be made in the coming months.

DEN reports record \$335.7m in shopping and dining sales

Denver International Airport (DEN) generated more than \$335.7 million in gross concessions revenue in 2015, marking the third consecutive year of record-setting sales.

The airport’s shopping, dining and services program ended 2015 with \$335,763,083 in gross revenue, up 4% from the \$322,858,875 generated by concessions in 2014.

The airport’s innovative Retail Merchandising Unit (RMU) and kiosk program, which gives small businesses an opportunity to do business at the airport without a large capital investment, accounted for about \$16 million of the total gross revenue.

The concessions generated an average of \$12.43 per enplaned passenger in 2015 – an increase of 2.9% over the \$12.08 per enplanement in 2014 and an all-time high for DEN. The airport

served a record 54 million passengers in 2015.

The sales resulted in an estimated \$12,255,116 in sales tax to the City and County of Denver and about \$57,589,038 million in concessions revenue to DEN. The airport relies on revenue from airline and non-airline sources, as no taxpayer money received by the city’s General Fund is used for DEN expenditures.

DEN currently offers a total of about 140 shops, restaurants and services in more than 177,000 sq. feet of space. A total of 18 new or updated concessions opened at DEN in 2015, including nine new locations on the recently expanded west end of the C Concourse. These new concessions introduced an innovative integrated concessions concept that pairs retail and dining options with lounge seating, power hubs, an extended liquor

Continued on next page.



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Paradies Lagardère unveils two new concepts at JFK's Terminal 4

North American airport retailer Paradies Lagardère has launched two new retail concepts at John F. Kennedy International Airport's Terminal 4: exclusive confectionery brand So Chocolate! and sports apparel brand The Scoreboard.

Both stores were officially introduced during a ribbon cutting ceremony on February 2, 2016.

The two highly-successful proprietary brands are a first for a U.S. airport. The 1,250-square-foot store So Chocolate!, located in the east retail lounge of Terminal 4, offers a wide assortment of candies and sweets.

The Scoreboard offers an array of authentic apparel and accessories from all major U.S. professional sport leagues. The store includes an assortment of Giants, Jets, Yankees, Mets, Rangers, Islanders, Devils, Nets, Knicks, NY Red Bulls and New York City Football Club merchandise, as well as products related to the hottest sports trends.

"Both So Chocolate! and The Scoreboard will resonate with travelers visiting the airport, and complement our existing brands. We look forward to continuing our partnership with Terminal 4 and introducing exciting new brands to Terminal 4 travelers for many years to come," said Gregg Paradies, president and CEO at Paradies Lagardère.

DEN reports record concessions sales *continued from page 2*

license within the gate areas, and table-based iPad ordering capabilities.

Other new additions to DEN in 2015 included Victoria's Secret, Modmarket and Time Travel (operated by DFISS). This year, the airport is working to add a brewery-themed restaurant at the Westin Denver International Airport, as well as a common-use passenger lounge.

"On the heels of Denver International Airport's 20th anniversary year, we are continuing to transform our shopping and dining program ...to meet the needs of today's travelers by offering better variety, healthier options and a mix of local and internationally recognized brands," said airport CEO Kim Day.

"Passengers are showing they approve by their increased spending, and this revenue is essential to maintaining competitive airline fees – which keeps fares low and provides incentives for new routes."

Chase International's Chase Donaldson (far left) and Otis McAllister's Dan Bush (far right) join Greg Paradies (center) and representatives of JFKIAT and Lagardère at the official opening of the So Chocolate! concept at JFK Terminal 4.

Lagardère acquired family-owned Paradies for US\$530 million in August 2015, and Greg Paradies, President & CEO of Paradies, remains at the helm of the new company.

In April of last year, Lagardère's LS Travel Retail North America division acquired the assets of Saveria USA, Inc. which gave them the operation of 20,000 square-feet of prime specialty retail space at JFK T4.

The terminal handled 19.5 million travelers last year.

The company already was operating numerous stores in the terminal, including the high-end Longchamp, Hugo Boss, Guess, and Swarovski boutiques. Paradies Lagardère's will next be opening The Fashion Place, a 3,000 square foot shop-in-shop offering a wide assortment of fashion apparel and accessories, in May.

"Terminal 4 strives to create a superior passenger experience for travelers, and – as such – our terminal features an unparalleled selection of commercial and retail offerings," said Gert-Jan de Graaff, president and CEO of JFKIAT – the management company operating Terminal 4.



Patrón Tequila searches for 2016's 'Margarita of the Year'

Ultra-premium tequila Patrón has embarked on a pursuit to find the best margarita, launching the "Search for 2016's Margarita of the Year" on National Margarita Day (February 22). The winner will be announced in late April, in time for Cinco de Mayo.

Patrón, the global leader in the 100 percent agave category, says that while there is no specific 'right' style of margarita, the world-class cocktail deserves an equally world-class tequila: "That's why Patrón is so excited to celebrate and share in its rich history," says Lee Applbaum, Patrón's Global Chief Marketing Officer. "We didn't invent the margarita, but we certainly perfected it, and our 'Search for 2016's Margarita of the Year' celebrates the increasing popularity, incredible versatility, and fascinating backstory of this iconic cocktail."

Patrón has enlisted the help of seven top bartenders from across the U.S. and Mexico to create recipes for seven different styles of margaritas, reflecting their personal influences on what makes the #PerfectMargarita, and also the local taste of their cities, culinary trends, and the history of the drink.

The recipes for the seven styles of margaritas – herbal, spicy, smoky, savory, modern, tropical and classic – can be found at MargaritaOfTheYear.com, where people can log in and cast a vote (once daily, through April 15) for their favorite. Consumers will also be invited to vote live at various Patrón-sponsored events in North America over the coming months.

The votes will be tallied and the three most popular styles of margaritas will be showcased at a pre-Cinco de Mayo event in New York, where the winning "Margarita of the Year" will be crowned.

Earlier this year, Patrón brought together all of the participating bartenders to travel to the Hacienda Patrón distillery in Jalisco, Mexico, to prepare and perfect their recipes.

The Margarita of the Year site features videos and interviews, and instructional videos about how to prepare each cocktail, downloadable recipes, and history among other topics.

The seven competing cocktails were created by bartenders from Dallas (smoky margarita), Miami (tropical), San Antonio (spicy), Tampa (herbal), Brooklyn (savory), Los Angeles (modern), and Guadalajara, Mexico (classic margarita).



Estée Lauder acquires eco-luxe fragrance brand By Kilian

Estée Lauder continues to grow its fine fragrance portfolio through strategic acquisitions. Last week the beauty giant announced that it had acquired the very prestigious *By Kilian*, the Paris-based fragrance brand founded in 2007 by Kilian Hennessy, heir to the Hennessy cognac company and grandson of the founder of LVMH.

Described as “eco-luxe”, *By Kilian* has built a passionate global following through an exclusive wardrobe of scents that reflect Mr. Hennessy’s deep-rooted legacy of luxury and creativity, says the company.

By Kilian’s product offerings include fragrances, candles and other accessories, as well as exclusive collections available in certain regions. *By Kilian* is sold in more than 40 countries worldwide – primarily in North America, Europe and the Middle East –



By Kilian Pure Oud refillable spray with box retails for \$395 for 1.7 oz. on the company website. *Pure Oud* in a 22 oz. *Crystal Carafe* is listed at \$5,500.

through immersive freestanding stores, select prestige department stores and perfumeries.

Elements of the brand’s packaging – including perfume bottles and candle holders– are meant to be kept as keepsakes, which is reflective of Kilian’s philosophy

that true luxury should not be disposable.

By Kilian joins the other high-end fragrance brands in the ELC portfolio, Jo Malone, Tom Ford, Le Labo and Frédéric Malle.

“*By Kilian* is a perfect complement to our portfolio of prestige fragrances,” said Fabrizio Freda, President and Chief Executive Officer of The Estée Lauder Companies Inc. “Kilian has built a beautiful and sumptuous brand that elevates the art of perfume creation with elegance and uncompromising luxury.”

“Kilian’s heritage of sophistication and luxury is a terrific match for The Estée Lauder Companies,” said William P. Lauder, Executive Chairman, The Estée Lauder Companies Inc. “One of our leading strengths is the ability to identify brands with unique positioning and nurture them to realize their

full growth potential. We are so pleased to partner with Kilian to continue this legacy, and we welcome him and his team to our family.”

“I could not imagine a better home for my brand,” said *By Kilian* founder and CEO Kilian Hennessy. “The Estée Lauder Companies not only understands the philosophy behind *By Kilian* – which is to bring perfumery back to the level of luxury that it enjoyed in the early 20th century – but also has the resources and support to help *By Kilian* continue to strategically grow by category, region and distribution. The Company has an incredible track record of nurturing entrepreneurial brands, and I’m thrilled to be partnering with them.”

By Kilian will be part of the portfolio under ELC Executive Group President John Demsey.



Miroslav Kljajic from Carnival Cruise Lines showcasing his winning Blueberry Elixir Fizz in Miami at the Bacardi Legacy Cruise Competition final on Feb. 25.



Bacardi Brand Ambassador, Ryan MacBean and Taylor Byrne, Customer Marketing Assistant Manager Americas Global Travel Retail, introduce the three bartender finalists.

Bacardi names Carnival bartender its 2016 Legacy Cruise Competition winner

Miroslav Kljajic from Carnival Cruise Lines won the 2016 Bacardi Legacy Cruise Competition Bartender of the Year at the finals of the event held in a lovely outdoor garden in Miami this week.

With his winning cocktail Blueberry Elixir Fizz, Kljajic receives a US \$4000 cash prize and is automatically forwarded to compete in the final of the prestigious Bacardi Legacy Global Cocktail Competition in San Francisco (April 20-25, 2016) where he will compete against professional bartenders from across the globe for the ultimate title.

The cruise competition is part of the Bacardi strategy for continuous improvement, partnering with cruise and ferry partners to raise standards of professionalism in the on-board bar experience by injecting new levels of sophistication in the craft of cocktail making.

Along with Kljajic, the two finalists and their cocktails were: Bailon Pasamba, Holland America Line with the Tropical Fruits & Herb Tini; and Andres Poljakov, Tallink Group with the Golden Emerald.

All entries were required to incorporate Bacardi Superior Rum or Bacardi Gold rum.

The bartenders were supported and trained by the Bacardi Brand Ambassador Ryan MacBean in refining their recipes. Each was also awarded a \$3000 budget to create their own three-month-long promotional campaign.



BACARDÍ



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