



Covering the Americas & the Caribbean. [parsnip5@aol.com](mailto:parsnip5@aol.com)

## BY THE NUMBERS

### IATA: 2011 ends on a positive note, but issues loom

The International Air Transport Association (IATA) reported that full year 2011 passenger demand rose 5.9% compared to 2010, in line with long-term growth trends, although it fell slightly behind capacity increases of 6.3%. Full year international passenger traffic rose by 6.4%.

Given the weak conditions in Western economies the passenger market held up well in 2011 but with regional variations, says IATA.

North American carriers had the industry's highest load factors

for both the year at 80.7%, and for December, 80.5%. These figures demonstrate tight capacity management, as the industry coped with demand increases of just 1% for December and 4% for the year. Nevertheless, capacity expanded a little faster than demand, up 1.4% in December and 6% for the year, so load factors were not quite as high as in 2010.

Latin American airlines led the industry in traffic growth in 2011 with a 10.2% rise in demand compared to 2010. This also was the only region in which

demand growth outstripped capacity growth for the full year, with capacity up 9.2%. Latin America air traffic is supported by healthy domestic economic conditions and trade activity with North America and Asia.

European carriers posted the second highest growth rates, behind Latin American carriers. Demand rose 9.5% last year while capacity climbed 10.2%. European airlines have benefited from robust business travel on long-haul markets, in part related to strong exports from Northern Europe.

## NEW IN ORLANDO

### Furla: First appearance of Italian brand at IAADFS Duty Free Show includes launch of new travel line

Premium accessories brand Furla is exhibiting for the first time at the Duty Free Show of the Americas (Booth #2021) this year, where it will be revealing its Fall/ Winter 2012/13 collection to buyers.

Furla Head of Travel Retail Gerry Munday is highly optimistic about the show and the launch of the new collection: "Despite the challenging economic climate, Furla enjoyed excellent results in 2011 and we are highly optimistic for 2012 both globally and specifically for travel retail," she says.

Not only is Furla exhibiting for the first time at the IAADFS Show, but it plans to significantly expand its presence in the region's travel retail channel. The company will be opening two new travel retail locations in the Americas this year, one at Las Vegas Airport in T3 with The Nuance Group and one at the Senses Duty Free downtown Galleria in San Domingo, Dominican Republic.

The new Furla collection is designed to reflect the notion 'made in heart-minded Italian style.' It is inspired by the slogan 'Furla and I' – that every woman can find her best friend in a bag – and artistically interpreted through advertising and marketing by Italian contemporary artistic performer Sissi. The theme for this season is the company's general 'renewing tradition' premise with materials and colors inspired by *Living in the City*. The collection journeys through four different moments of the day, telling a 'life in the day' story through different color blocks, effects and finishes.

For travel retail in the Americas, Furla believes the Pop line will have strong appeal (seen at right).

Pop is Furla's unisex Business and Travel Bag line. Designed to be functional with a modern twist, the bags and small leather goods (such as iPad covers) come in seven different colors available in nylon, leather and mixed versions. The lightweight line includes a brief case, N/S and E/W shoppers, iPad case, cross-body bags and a travel bag.



### Patrón COO John McDonnell elected Chairman of Distilled Spirits Council



The Distilled Spirits Council of the United States (DISCUS) has elected John McDonnell, Chief Operating Officer of Patrón

Spirits International AG, as chairman of the Board of Directors for a two-year term. McDonnell was named as Chairman at the DISCUS annual meeting held in Florida on Thursday, Feb. 23.

In his role as Chairman, McDonnell will work closely with DISCUS President/CEO Peter H. Cressy and the Board to direct the liquor trade association in setting the organization's strategic goals and policies for the industry.

"We are pleased to announce John McDonnell's election as Board Chairman," said Cressy. "John brings to this position energy, enthusiasm, political savvy and decades of experience, which will benefit the entire industry."

McDonnell said, "I'm honored to assume this important position, and look forward to working together with my industry colleagues to continue to promote policies that will increase market share and acceptance of spirits."

He added, "Our industry is facing a number of issues, from tax threats to market access concerns to equal treatment vs. beer and wine, but none of these can be effectively addressed without the full cooperation from all of us who work in this business. One of my primary goals is to help forge closer ties between suppliers, distributors, and retailers."

Before joining Patrón in 2005, John spent 18 years at Joseph E. Seagram & Sons in various domestic and international sales and marketing positions.

McDonnell replaces James L. Bareuther, who retired from Brown-Forman Corporation as executive vice president and chief operating officer. A native of Boston, McDonnell is a strong supporter of numerous philanthropic and charitable organizations.

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## Perfumes y Diseño adquiere J del Pozo fashion brand

Spanish perfume company Perfumes y Diseño S.A. announced this week that it has acquired 100% of the shares of the fashion house Jesús del Pozo S.A. The perfume-creating company, which markets products both nationally and internationally, reached an agreement with the family of the designer, who passed away last August, to take over 100% of the Spanish brand.

Pedro Trolez, founder and sole administrator of Perfumes y Diseño, says that his company is committed to making Jesús de Pozo into a worldwide luxury brand, focusing on women's fashion, accessories and perfumes.

"For me, Jesús del Pozo was and will always be one of the best Spanish designers of all time... Together we started to build the Jesús del Pozo universe and now we have the chance to strengthen it and relaunch it. Perfumes y Diseño's origins are linked with Jesús del Pozo's past and as such, our future will also be. It couldn't be any other way," said Trolez.

Perfumes y Diseño says that it will strive to internationalize all of the Jesús del Pozo products as it has been doing with its perfumes over the past twenty years. The Jesús del Pozo brand will keep its *atelier* in the Ronda de Toledo, where its team, selected by the Madrid designer himself, will continue working with the support and international experience of Perfumes y Diseño.

Perfumes y Diseño and Jesús del Pozo have been joined since 1992, when Trolez' company produced and launched the first perfume from the Madrid designer, *Duende*. Since then, Perfumes y Diseño has created eleven fragrances that are sold under the Jesús del Pozo name, including the internationally successful "Halloween" franchise.

Ainhoa García, managing director of Jesús del Pozo says: "Perfumes y Diseño has always shown so much respect and admiration of Jesús del Pozo's work that I cannot imagine a better owner for the brand. I am convinced that the strong faith in our values of the brand will allow us to be up to the challenge without neglecting our essence. This is why it is important that the same team, which Jesús created, continues working on his hallmarks."

### About Perfumes y Diseño S.A

Founded in Spain in 1998, Perfumes y Diseño, creates, develops and markets fragrances linked to prestigious names in the current fashion world. In addition to its flagship J. del Pozo fragrances, it produces perfume for Roberto Verino and, since 2000, is in a joint venture with the jewelry company TOUS to produce Tous perfume worldwide. [www.pyd.es](http://www.pyd.es)

### About Jesús del Pozo Foundation

The Jesús del Pozo Foundation is an entity created in 2003, whose objective is to promote and collaborate with initiatives connected to the world of design. The Foundation contributes to improving the preparation of young professionals and facilitates their incorporation into the business and professional worlds. The idea of the foundation arose from the intense contact Jesús del Pozo had as a speaker at different universities. He was also the artistic consultant for the Centro Superior de Diseño y Moda (Design and Fashion Center) in Madrid and the director of a master's degree in Fashion and Design Business Management.



*The original Jesús del Pozo fragrance created by the designer with Pedro Trolez – the classic Duende.*

## Horizon International Duty Free Celebrates One-Year Anniversary ALLiSON Brands Join Portfolio

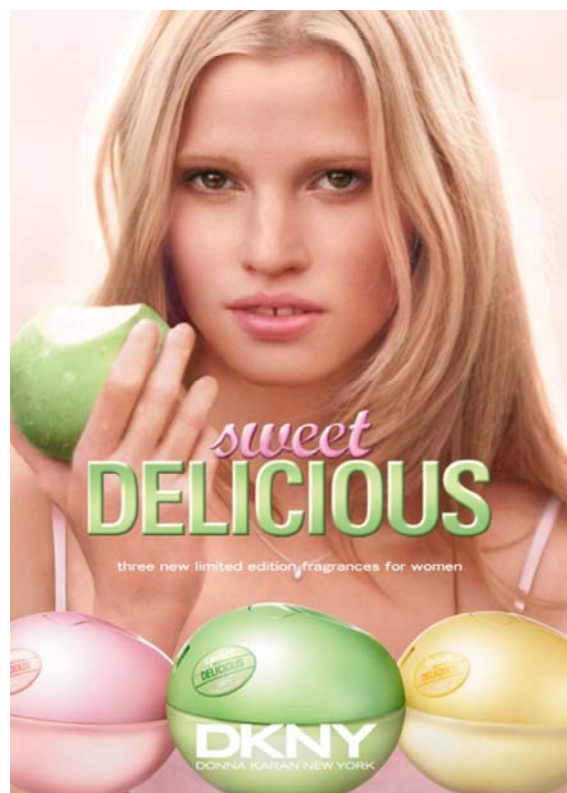
Celebrating its first year in business, Horizon International Duty Free has added yet another luxury brand to its portfolio—eyewear company ALLiSON, which produces such global brands as Benetton, Moschino, Gianfranco Ferré, La Martina, Vivienne Westwood, Sisley, and Missoni, among others. Horizon will represent these brands in all of the Americas' duty free, from Canada south through the U.S., Caribbean, Mexico, and Latin America.

Francesco Ferretti, President & CEO of Allison America, says, "We selected Horizon because of their knowledge, expertise, and performance with premium brands, particularly in the fragrance and jewelry sectors. They know the eyewear category well, have a strong footprint in Latin America, and also have a strong partner in Canada, allowing quick, personalized, market-specific customer service."

Horizon President José B. Chao adds, "Allison's great stable of high image fashion brands will be welcome additions for TR/DF operators that want to expand and differentiate their assortment beyond the more commonly seen luxury names. Consumer pull should be fairly strong, as Allison brands are backed by large scale international marketing campaigns, including regular advertising and editorial in glossy fashion magazines that target cutting edge consumers worldwide."

In its first year, Horizon had particular success with Parlux's licensed fragrances – especially Rihanna Reb'l Fleur, which broke into the top 30 product rankings this year, right between Coco and Miss Dior Cheri. Chao continues, "We expect our work with Allison to be similarly win-win-win-win: for the client, for Horizon, for our shared customers, and for the end consumer."

For a full list of the Horizon International Duty Free brands, please visit the website at <http://horizoninternationaldf.com>







## Hendrick's Gin: *How William Grant & Sons is building the "unusual" brand in Travel Retail*

Billed as "a most unusual gin", super premium Hendrick's Gin has announced its global presence in travel retail with high profile Victorian themed theatrical promotions that perfectly complement the brand. Two particularly notable executions took place last September in the Americas at JFK and Philadelphia airports with International Shoppes.

Paige Parness, Americas Regional Marketing Manager for Hendrick's brand-owner William Grant & Sons Ltd, says the promotions are an important part of the brand's strategy to grow the brand in travel retail.

"The strategy to grow Hendrick's in this channel is to build brand equity by driving visibility, trial and advocacy," she says. "Travel Retail allows us to implement high profile activations such as the Hothouse in JFK and the Derby Race in Melbourne, where we communicate the unusual production techniques and Hendrick's curious positioning to the broadest range of consumers."

In September 2011, Hendrick's high profile activities at JFK and Philadelphia airports featured Hendrick's Birdcage merchandising units, Ice Cream Cart sampling bars, Victorian croquet sets and massive Hendrick's in-store branding featuring an abundance of roses and cucumbers. The activation also included the largest Hendrick's activation in global travel retail to-date: a unique and unusual enchanted Victorian Botanical Hothouse in the middle of the JFK Terminal 5 concourse.

*Travel Markets Insider's* Michael Pasternak experienced the unusual production techniques first-hand in a trip to the seaside village of Girvan, Ayrshire, Scotland, also home to Grant's whisky, where Hendrick's gin is distilled.

Brand-owner WGS calls its award-winning gin "unusual", but Hendrick's differences are part of its personality.

Unlike traditional London gins, Hendrick's is defined as a "Distilled Gin" by the European Union,

since only Hendrick's is made with infusions of Cucumber and Rose petal essences. Hendrick's also is the only gin using "a marriage of spirits" from both a Carter-Head Still and a Bennett Still, both purchased at auction by WGS Chairman Charles Gordon in 1966 and lay underused until the family decided to make Hendrick's in 1999.

While the Hendrick's brand is relatively new, the two stills add a history to the gin. The Carter-Head still, which bathes the botanicals in vapor, was originally built in 1948 and is one of only a handful remaining in the world. The copper pot Bennett Still, which boils the botanicals, is one of the oldest in the industry, dating to 1860. The company says that the combination of the spirits from the two stills creates a "divinely smooth gin that has both the required character and balance of subtle flavors."

Hendrick's is composed of 11 botanicals from flowers, roots, fruits and seeds from all over the world including aromatic coriander seeds from Eastern Europe and Morocco; angelica root imported from France and Belgium; oris root aged for up to three years; along with lemon peel; chamomile; cubeb berries; orange peel; elderflower yarrow; and caraway seeds.

Most famously, two ingredients are then infused into the spirit one batch at a time: a hint of rose, extracted by pressing the oils from the petals; and cucumbers, the essence of which is obtained by mashing the fresh fruit, then mixing the pulp with water.

Hendrick's is handcrafted in batches of only 450 liters at a time by Master Distiller Lesley Gracie and Alan Rimmer, the stillman.

### Travel Retail

Travel retail has become an increasingly important market for Hendrick's gin, says the company. It is now the number four market for Hendrick's behind the United States, the UK, and Spain with volume growth of 61% in 2010 versus 2009. WGS forecasts

growth of 10,000 9L cases in 2012 to 38,000 9L cases.

The company will continue to focus on the three priority markets, which account for 76 percent of Hendrick's volume, but travel retail is also a priority as evidenced by the increased personnel and resources dedicated to the channel.

Last year WGS brought in a dedicated marketing team to better focus on the brand: Parness is Marketing Manager in the Americas, and Kate Minner manages the marketing in the Mid-Pacific and Asia. The added support is allowing the company to focus on priority airports where the brand gains momentum from such activities.

Hendrick's continues to expand throughout the world, both domestically and in travel retail,

and is today in some 70 countries. It has launched in parts of South America, Russia, the Middle East, most of Europe, as well as in Australia and Japan. WGS uses travel retail as a way to introduce the brand into a country before an official launch.

Hendrick's increased visibility in travel retail is no accident and going forward, the education of the consumer of Hendrick's point of difference versus other gins is essential, says the company.

"The Hendrick's personality is quirky and peculiar and this is our opening when approaching consumers," says Parness. "The main takeaway is meant to be simple where Hendrick's is the only gin with cucumber and rose."

*A full story on Hendrick's Gin will be featured in the TMI Orlando issue.*



*Below: Hendrick's Master Distiller Lesley Gracie holding one of the many awards the brand has received.*

*Above: William Grant & Sons converted the center of NYC's JFK Terminal 5 into a unique and unusual enchanted Victorian Botanical Hothouse in September. This was the largest Hendrick's activation in global travel retail to-date.*



*Above: Hendrick's Carter-Head still, which bathes the botanicals in vapor, was originally built in 1948 and is one of only a handful remaining in the world. The copper pot Bennett Still, which boils the botanicals, is one of the oldest in the industry, dating to 1860.*





## Monarq Group partners with Alebrand Spirits to sell Enrique Iglesias' Atlantico Rum

Monarq Group has reached an agreement with Miami-based Alebrand Spirits Company LLC, for the management, distributing and marketing of Atlantico Rum in Latin America & the Caribbean markets plus USA Duty Free. The agreement became effective on Feb. 1. According to the company release, Atlantico Rum, which is partially owned by multi-platinum recording artist, Enrique Iglesias, is currently the fastest growing ultra-premium rum in the US.

"I believe this is an excellent opportunity and I'm looking forward to see Atlantico throughout the Americas soon," said Iglesias. Robert de Monchy, MD and owner of Monarq Group adds: "We are proud to welcome ultra-premium Atlantico Rum. Our portfolio of premium alcoholic beverages did not yet include a rum brand and we have been waiting patiently for the exact right proposition to come along. The great popularity of Enrique Iglesias, the world's best known Latin artist, obviously is a huge advantage when rolling out Atlantico Rum in the Americas."

Aleco Azqueta, co-founder of Atlantico Rum, adds:

"I strongly believe this is the perfect partner for us in this region, Monarq and ourselves share the same vision on how to build ultra-premium brands. We are looking forward to start working together and create a great success in partnership."

Monarq will officially introduce Atlantico Rum at the IAADFS 2012 Duty Free Show of the Americas in the Monarq Booth - #1037. Besides the newly added Atlantico Rum, Monarq represents and manages a portfolio of premium beverages such as Heineken, Bols, Galliano, Molinari, Norton, Voga, Taittinger, Cachaca 51, La Fée, Crystal Head Vodka, Zubrowka, Disaronno and Tia Maria.



For more information, go to  
[www.monarqgroup.com](http://www.monarqgroup.com) and  
[www.atlanticorum.com](http://www.atlanticorum.com)

## Alfa Brands gets Piedmont "moonshine"

North Carolina-based Piedmont Distillers has appointed ALFA Brands as the Travel Retail/Duty Free Agent for the company's line of artisan moonshines, marketed under the Junior Johnson Midnight Moon and Catdaddy Spiced Moonshine brands.

Piedmont Distillers has a reputation of creating authentic, superior quality, handcrafted spirits, and says it is focused on preserving the moonshining legacy and distilling traditions that have made North Carolina the "Moonshine Capital of the World."

Franco Gabriele, president ALFA Brands stated, "Moon-shine is new to travel retail / duty free, but I became very familiar with it and learned to enjoy moonshine during my time in North Carolina. This is a big opportunity for us."

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## Brown-Forman Travel Retail names Bill Harvey as Canadian consultant

Brown-Forman Corporation has announced the appointment of popular travel retail specialist Bill Harvey as consultant with the Brown-Forman Travel Retail Group Canada.

Harvey, who founded his own company, WFH Travel Retail in October of 2008, previously spent 30 years with Andrew Peller Limited in various management and sales positions, the last nine years there as Director of Global Export representing Peller Icewine and Table wines. He has spent a total of 12 years working in the Canadian and Global duty free markets representing various product lines.

In his new role Harvey will be responsible for assisting with building Brown-Forman brands in the Canada Duty Free market.

The WFH currently represents G. Marquis Premium Icewine and Table wines that are travel retail exclusive produced by Magnotta Winery, the third largest winery and most award-winning in Canada. He also represents a travel retail exclusive line of Aviator watches from Scorpio Distributors based in the UK.



### MORE PEOPLE/COMPANY NEWS

**Bernd Hoeller**, previously with Dufray America, has joined **DFASS** as VP Operations Airport Retail and Development.

**Kraft Foods World Travel, Philip Morris World Trade and Chanel** have joined the **ETRC – the European Travel Retail Council** - bringing the total corporate members to 33.

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