

Travelling right

Bacardi Global Travel Retail was named Supreme Champion of the Travel Retail Awards last month at TFWA Cannes, after its brands scooped four gongs.

Around 150 travel retail professionals attended *Drinks International's* annual event, which took place at the Beach Village at the TFWA show.

Bacardi Oakheart won best Marketing Concept/ In Store Promotion and the group took Best Luxury Drinks Brand, jointly awarded to Grey Goose Cherry Noir and Bacardi Vintage 2012. Bacardi Vintage 2012 also won Best Presentation Box/Gift Set.

Other winners included Dawn Hamilton from Condor Ferries for Drinks Buyer of the Year, Schiphol Airport for Travel Retail Outlet of the Year, Jim Beam Devil's Cut for Best Drinks Launch of the Year, Ballantine's 40 Year Old for Best Packaging/ Repackaging and H Mounier's Prince Hubert de Polignac Extra won Best Drinks Launch at TFWA.

The Travel Retail Awards received more than 40 entries this year from across the global drinks sector, including SPI Group, Bacardi Global Travel Retail, International Beverage, Beam Global Travel, Russian Standard and Pernod Ricard Travel Retail.



Travel Retail Drinks Buyer of the Year



Best Packaging/ Repackaging



Luxury Drinks Brand of the Year



Best Drinks Launch at TFWA

