

## Travel Retail Awards

### Travel Retail Awards 2012 winners

Supreme Travel Retail Champion –  
**Bacardi Global Travel Retail**

Best Drinks Launch at TFWA  
Cannes – **Prince Hubert de  
Polignac Extra**

Best Luxury Drinks Brand of the  
Year – **Grey Goose Cherry Noir** and  
**Bacardi Vintage 2012** (joint award)

Best Drinks Launch of the Year –  
**Jim Beam Devil's Cut**

Best Packaging/Repackaging of a  
Brand – **Ballantine's 40 Year Old**

Best Presentation Box – **Bacardi  
Vintage 2012**

Most Creative Marketing Concept/  
Travel Retail In-Store Promotion –  
**Bacardi Oakheart**

Travel Retail Drinks Buyer of the  
Year – **Dawn Hamilton, Condor  
Ferries**

Travel Retail Outlet of the Year –  
**Schiphol Airport,  
Amsterdam**

**Best Presentation  
Box/Luxury Brand**



**Drinks Launch of  
the Year**



**Travel Retail Outlet  
of the Year**



The Travel Retail Awards judges  
(from left): Drinks  
International editor  
Christian Davis; Drinks  
International travel  
retail correspondent  
Joe Bates; Drinks  
International deputy  
editor Hamish Smith;  
trade planning and  
category strategy  
manager ARI (formerly  
known as Aer Rianti  
International) Susan  
Kelly; and Peter Ayling,  
travel Retail consultant

