



Best in show



Drinks International announced the winners of its annual Travel Retail Awards to more than 100 of the sector's leading lights gathered at the Beach Restaurant during the TFWA Cannes exhibition. Christian Davis, editor of DI, and Justin Smith, the publication's publisher, hosted the event that celebrated the best in travel retail suppliers and operators.

This year the competition received around 50 entries from across the drinks sector, including from groups such as Diageo, William Grant & Sons, Bacardi, International Beverage, SPI Spirits, Beam and Jose Cuervo International. It is the seventh edition of the awards and judges – this year Peter Ayling, travel retail consultant; Susan Kelly from Aer Rianta

International; Magnus Skorshammer director of Tallinn Silja line; and DI's Joe Bates and Christian Davis – commented that entries continue to improve in what is a highly sophisticated sector.

Products were scored on quality, innovation, creativity and relevance to the sector. This year the Supreme Travel Retail Champion was won by Bacardi's Glen Deveron Royal Burgh Collection. Judges were impressed with what they described as an extensive and venerable single malt range, launched at a time of apparent shortage in the category. This

represented, judges said, a major investment and commitment to the sector, and was fully deserving of the TRA's top title.

The awards were sponsored by Botran, Prince Polignac, Soyombo and Chinggis Khan.





Top left - Jett Yang, managing director of global sales & marketing, APU, presents the Travel Retail Outlet of the Year award to John Hoover, senior vice-president of spirits, wine, tobacco, food & gift, DFS Group

Left - Christophe Juarez, CEO of H Mounier, presents the Travel Retail Drinks Buyer award to Ajay Bhatia of Dubai Duty Free



2013 winners at a glance

Best Drinks Launch at TFWA Cannes 2013 - Glenfiddich Cask Collection (William Grant & Sons)

Best Drinks Launch of the Year - The Glen Deveron Royal Burgh Collection (Bacardi)

Best Luxury Drinks Brand of the Year - The Famous Grouse 40 Year Old (The Edrington Group)

Best Packaging/Repackaging of a Drinks Brand - Glengoyne Highland Single Malt Range - (Ian Macleod Distillers)

Best Presentation Box/Gift Box - Bombay Sapphire Electro (Bacardi)

Most Creative Marketing Concept/Travel Retail in Store Promotion - Jim Beam Honey (Jim Beam - Maxxium Travel Retail)

Travel Retail Drinks Buyer of the Year - Ajay Bhatia (Dubai Duty Free)

Travel Retail Operator of the Year - New Stores at Hong Kong Airport (DFS Group)

Supreme Travel Retail Champion - The Glen Deveron Royal Burgh Collection (Bacardi)

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