

# Drinks

## INTERNATIONAL

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SEPTEMBER 2011

**INSIDE  
THIS MONTH**



### ISC

THE INTERNATIONAL  
SPIRITS CHALLENGE  
– BRANDY, RUM,  
DESIGN & PACKAGING

### TRAVEL RETAIL

- TFWA CANNES
- DI AWARDS
- NEW CUTTY SARK



### SCOTCH BLENDS

AGE AND BEAUTY

### RUM

THE PARTY'S  
STARTING



# Drinks INTERNATIONAL

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## It's time to head south

**C**annes is nearly upon us. A month early due to some G20 summit. A fat lot of good that'll do anyone except the good business people of the south of France resort, who should do well from feeding and watering the fat cats and their advisers, security etc.



Frankly, I was worried when I heard they had moved the TFWA exhibition a month forward. The prospect of getting exhibitor news and advertising in from July through August gave me something approaching sleepless nights. In our experience, things go very quiet in August, particularly in southern Europe.

Our travel retail guru, Joe Bates, was consulted. A sort of crisis meeting over the internet was convened. He was duly briefed and off he went, well in advance.

And so we waited. But then things started to come in and now we have a blockbusting 76-page issue heaving with product news. At this point – writing this leader is virtually the last job before production – we were having to say: “Sorry, too late.” And I thought Joe and the rest of us would have to make things up to fill the space ...

It has been just about the busiest August I can remember. I would like to think that this bodes well for the industry for the rest of the year and into 2012. Maybe, finally, things are starting to pick up and confidence is returning. Fingers crossed.

To those who are going: Have a good Cannes. To those who aren't: Keep the momentum going.

G20? Who needs it?

Christian Davis *Editor*

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# SA wine industry comes under fire

A report by human rights group Human Rights Watch has lambasted the treatment of workers in the South African wine and fruit industries.

The report, entitled 'Ripe with Abuse: Human Rights Conditions in South Africa's Fruit and Wine Industries', documents conditions that include "on-site housing that is unfit for living, exposure to pesticides without proper safety equipment, lack of access to toilets or drinking water while working, and efforts to block workers from forming unions".

But trade body Wines of South Africa (WOSA) has challenged the report.

Su Birch, CEO of WOSA said the 96-page report used a "questionable basis for the selection of many of the respondents interviewed in the study, while interviews with workers had not been independently verified and nor had employer reaction to allegations been sought."

Birch also said the report "plays down the significance of the wine



industry's substantial direct and indirect contribution to improving working conditions through organisations such as the Wine Industry Ethical Trade Association (WIETA), and Fairtrade".

As a result of the report, Daniel Bekele, Africa director at Human Rights Watch has called for retailers to press suppliers on worker conditions. He added: "The answer is not to boycott South African products, because that could be disastrous for farmworkers.

"But we are asking retailers to press their suppliers to ensure that there are decent conditions on the farms that produce the products they buy and sell to their customers."



## Diageo profits up 17%

Diageo has cited 'emerging markets' as a reason behind its positive results – including 16% growth in scotch whisky in such markets.

The company also said its premium Reserve Brands portfolio grew 24% in 'developed markets'. The Reserve Brands portfolio includes Zacapa rum, Don Julio tequila and Tanqueray 10 gin.

The company said full-year net profits had risen 17% to £1.9bn.

Diageo chief executive Paul Walsh said: "While Diageo is not immune from a fragile global economy, this is a strong platform.

"It is the basis of our medium-term outlook for average organic top line growth of 6%, organic operating

margin improvement, with the first 200 basis points achieved in the next three years, and double-digit EPS (earnings per share) growth. Achievement of these aims would underpin even stronger dividend growth."

The company has also recently announced the completed acquisition of Turkish spirits firm Mey İçki, after receiving regulatory clearances.

The group first announced its intention to acquire Mey İçki in February, for an 'enterprise value' of \$2.1 billion (£1.3 billion).

Diageo last month acquired an additional 5.07% stake in Hanoi Liquor Joint Stock Company (Halico) for approximately £6.4 million, taking its share to 30%.

## Philippines' discriminatory tax falls foul of World Trade Organisation

The World Trade Organisation (WTO) has ruled discriminatory excise tax on spirits in the Philippines is a violation of WTO rules.

The WTO summary said the issue is that a low tax rate is applied to spirits made from certain, designated raw materials and higher rates are

applied to those made from other raw materials. All domestic, distilled spirits are made from the designated raw materials, whereas imported spirits are not. Consequently, imported spirits are subject to one of the higher tax rates.

The WTO found that, because imported spirits are taxed less

favourably than domestic spirits, the Philippine measure is discriminatory.

In the US, the Distilled Spirits Council applauded the decision and has urged the Philippine government to revise its excise tax structure.

Peter Cressy, president of the DSC said: "For well over a decade, the Philippines

has discriminated against imported spirits by assessing a tax that can be as much as 43 times greater than the tax rate applied to domestically-produced spirits. With a trade barrier of that magnitude, it is no wonder US spirits have barely made a dent in the nearly \$3.4 billion Philippines spirits market."

### News In Brief

Industry stories from around the globe

Volare has launched a YouTube channel to showcase the mixability of its range. Volare In the Mix is presented by brand ambassador Gianluigi Bosco. Bartenders can submit their own recipes and the best will appear in the 2012 Volare cocktail booklet. Turn to page 71 for more information.

Heineken's Western Europe Export & Global Duty Free division has introduced an interactive World of Beer display. The shelving features onboard the Viking Line Rosella and retailers can customise the offer according to the shoppers' profile.

Diageo has announced that Madonna will partner Smirnoff in the next instalment of the Nightlife Exchange Project. The brand's goal is to interact with 10 million people from 50 countries, and to find a dancer who will join Madonna's next tour.

Patron has launched its first billboard campaign outside of the US. XO Cafe billboards are in place in Sandton, Johannesburg, South Africa. In October, another board will appear on Grayston Highway, to promote Patrón Silver, with a further board to appear in Cape Town in November.





# German wine co-ops to merge

**T**wo German wine cooperatives, Deutsches Weintor and Niederkirchener Weinmacher, are preparing to merge this month.

The move is recognition by both co-ops that the global wine sector is evolving, competition is becoming more intense and expectations of quality are rising.

"We are convinced this step will be in the best interests of our

members/growers," said Marian Kopp, managing director/executive board member of Niederkirchener Weinmacher.

The two intend to merge their activities and expand their partnership regarding bottling, supply chain and IT.

Jürgen Grallath, executive board member of Deutsches Weintor added: "Our aim is to increase the profits

of our shareholders/members and to secure the long-term income and value of both companies."

The two boast premium German wines with national distribution in Germany and international markets, such as the US.

A major brand is Blue Fish Original Riesling, imported by Palm Bay International, New York.

The combined turnover is estimated

at €35 million (US\$50.5m, £30.6m), based on 2010 figures.

Niederkirchener Weinmacher has been awarded Best Wine Cooperative in the Pfalz 2011 by trade title *Weinwirtschaft* (Meininger Verlag). Deutsches Weintor is one of Germany's leading premium wine brands with national distribution.

The merger is expected to be completed within the next five months.

## Global travel retail launch for Beam's Teacher's Origin

**B**eam Global is to launch Teacher's Origin in global travel retail. The product has already launched in India where, according to Beam, Teacher's is the number one blended whisky.

Beam said the launch is the "first step towards expanding the brand's availability to consumers globally".

The launch of Teacher's Origin is also part of the brand's longer-term ambition to create a number of whisky expressions from Teacher's.

Origin underwent double maturation in 19th century-style quarter casks and features 30 different malt whiskies. The smaller cask size allows for more contact between the whisky and the wood. According to Beam this creates "30% more maturation". The blend also features 65% malt content and Highland malt Ardmore is at the heart of the blend.



## Asahi to buy Flavoured Beverages

**A**sahi Group has reached an agreement to acquire Australasia-based drinks operator Flavoured Beverages Group.

Outgoing owners, the private equity firms Pacific Equity Partners and Unitas, achieved a purchase price of NZ\$1.5b (JPY 97.6b/£760m) for the group, which trades under the name Independent Liquor Group (ILG).

ILG is a member-owned wholesaler that

serves hotels, bottle shops, licensed clubs, bars and restaurants.

In a statement Asahi said: "Through the acquisition of Flavoured Beverages, Asahi will gain a strong position in the alcoholic beverage markets in New Zealand and Australia.

"By promoting collaboration with existing beverage business groups in the region, Asahi aims to enhance its overall corporate value in Oceania."

## New boss announced for Glenmorangie

**T**he Glenmorangie Company has promoted chief operating officer Paul Skipworth to the post of president and managing director.

He succeeds Paul Neep, who has retired from his role as president and CEO after 14 years. Neep is to become non-executive chairman.

In separate moves, Glenmorangie's international marketing and communication director Marc Hoellinger has been promoted to marketing strategy director for Moët Hennessy Wines & Spirits.

Marc is succeeded by David White, who is promoted from senior marketing manager at Glenmorangie to marketing and communication director.



**San Francisco-based The Wine Group (TWG) has entered an agreement to acquire a 100,000-ton Loxton winery from Australian Vintage. According to TWG, the Riverland-based winery is the fourth largest in Australia.**

Heineken has bought two breweries in Ethiopia for a total US\$163 million. The global brewer has completed the acquisitions of the Bedele and Harar breweries from the government of the Federal Democratic Republic of Ethiopia for US\$85 million and US\$78 million, respectively.

**G&J Greenall, one of the UK's major distillers, has been sold to a management buyout. The buyout from the hotel group De Vere was financed by a private equity company led by the former chief executive of Gruppo Campari, Enzo Visone.**

Beam Global and Maxxium Travel Retail have ramped up travel retail activity in Europe. Activations include a month-long initiative at Madrid-Barajas airport, to raise the profile of the Jim Beam portfolio and sampling at Gatwick for Red Stag cherry bourbon.

## TOP 5 STORIES ON DRINKSINT.COM

- 1 Madonna joins Smirnoff Nightlife campaign
- 2 Two German wine co-ops to merge
- 3 Asahi to buy Flavoured Beverages Group
- 4 Jack Daniel's launches honey whiskey
- 5 Beam unveils new logo



## DIARY

### Sydney Bar Show

**September 11-14**

Moore Park, Sydney  
barshow.com.au

### Oktoberfest

**September 17-October 3**

Munich  
oktoberfest.de

### TFWA Cannes

**September 18-22**

Cannes  
tfwa.com

### Boutique Bar Show

**September 21-22**

London  
boutiquebarshow.com

### Whisky Exchange Whisky Show

**October 7-8**

London  
whisky-show.com

### London Cocktail Week

**October 10-15**

London  
londoncocktailweek.com

### Cape Wine Europe

**October 11-12**

London  
capewineurope.com

### UK RumFest

**October 15-16**

London  
ideageneration.co.uk

### Wine for Asia

**October 27-28**

Singapore, Suntec  
wineforasia.com

### The Whisky Show

**October 28-29**

London  
thewhiskyshow.com

### Hong Kong International Wine & Spirits

**November 3-5**

Hong Kong Convention  
Centre  
hktcdc.com

## Appointments

Moët Hennessy UK has appointed **Nick Ambridge** senior brand manager for Belvedere vodka.

Ambridge has joined from Diageo.



**Nick Ambridge**

Fortune Brands has announced the boards of directors for Beam and Fortune Brands Home & Security.

**Bruce Carbonari**, chairman and CEO of Fortune Brands, will retire from the company at the end of the year, and **Matt Shattock** will become CEO of Beam. **David Mackay**, a current director of Fortune Brands and the former CEO of Kellogg Company, will serve as non-executive chairman of Beam's board. Beam's board now comprises: **David Mackay, Richard Goldstein, Ann Fritz Hackett, Pierre Leroy, Matt Shattock, Anne Tatlock** and **Peter Wilson**.

Brown-Forman Duty Free has promoted **Tim Young** to marketing director of global travel retail, based in London, where he is tasked with creating and executing Brown-Forman's travel retail marketing strategy. Previously Young was the travel retail director of trade marketing. **Finbar Boyle**, who has been named director of travel retail for the Australia/Pacific region, will be responsible for the company's travel



**Finbar Boyle**

retail portfolio, based in Auckland, New Zealand. **Jeannine Wise** has become brand portfolio manager, global travel retail, in Louisville, and **David Page** has been named travel retail Americas trade marketing manager.

Constellation Brands has added **Keith Wandell**, president and CEO of Harley-Davidson, to its board. Wandell, 61, joined Harley-Davidson as CEO in 2009. Previously, he spent 21 years with Johnson Controls.

Pernod Ricard has appointed bartender and tequila expert **Matthias Lataille** as UK ambassador for Olmeca Altos. The Frenchman is tasked with boosting the 100% agave tequila's presence in the UK and strengthening its position as the 'Margarita tequila' in the on-trade. Lataille previously worked as assistant general manager at London's tequila bar, Green & Red, and more recently provided bartender training in his work with The Tahona Society.



**Matthias Lataille**

Singer and TV personality **Alesha Dixon** has been appointed UK brand ambassador for FirstCape's Café Collection range. The *Strictly Come Dancing* judge has joined the brand as part of a £2m marketing push aimed at raising awareness of lighter style wines.

Rémy Cointreau Global Travel Retail

(GTR) has appointed **Lynsey Eades** key account manager for Europe. Based in the UK and reporting to **Wayne Morgan** – area manager GTR for NW Europe – Eades will be responsible for developing travel retail business in France, Belgium and on English channel ferries. Eades joins the GTR team from Mars, where she spent five years.

**Dr Geoff Spiegel** has been appointed chairman of the Leatherhead Board, a food and beverage research and consultancy organisation. Spiegel's career has included roles at Sainsbury's and Grand Metropolitan (a precursor to Diageo).

Kentucky-based Heaven Hill Distilleries has added **Randy R Rain** to its sales team as southwest regional manager. Rain will be responsible for the management of Heaven Hill's bourbon-focused portfolio in Arizona, Nevada and New Mexico. He has 15 years of management experience in the industry with Glazer's Texas and Southern Wine & Spirits Arizona.



**Randy Rain**

Global wine mail order company Laithwaites Wine has appointed **Donna Mccloughlin** to its PR team. She has 10 years of PR experience in the UK and global markets. Mccloughlin set up grapevinesocial.com, a website that coupled dating events and wine tastings.

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Volume 39, issue no 9

## CLASSIC



### SLOANE'S GIN

**BRAND OWNER** Toorank Distilleries

**PRICE** €26-€30/£22.99-£24.99/US\$30-\$35

**MARKETS** 18 countries, more before the end of the year.

**CONTACT** Toorank +31 316 580 180

Toorank says Sloane's is a classic dry gin with rich and full-flavoured aromatics, including "unapologetic notes of juniper and refreshing citrus, and a decidedly dry finish".

The Dutch distiller claims Sloane's is different to most other gins due to its distillation process. Each of the nine botanicals is individually distilled, with only the 'heart' of the distillate being used to extract the purest flavour.

Also it says, unlike most other gins, its master distiller insists on using whole fresh citrus fruits (including oranges and lemons from Spain) instead of dried peels to further ensure the most natural flavours are captured.

### A STICKY END SAUVIGNON BLANC 2009

**BRAND OWNER** Marisco Vineyards

**PRICE** £8.70 (wholesale), NZ\$35

**MARKETS** New Zealand, UK

**CONTACT** Waverley TBS +44 (0) 844 556 2520

Well-known New Zealand winemaker Brent Marris has come up with a botrytised Marlborough Sauvignon Blanc, for which the fruit was left to hang for six to eight weeks after the main Sauvignon Blanc was harvested.

The resulting juice was fermented in new and seasoned French oak using selected yeast strains from Germany designed to handle sweet fruit.



THE FINEST

## AROMATIC



### POLIAKOV RED

**BRAND OWNER** La Martiniquaise

**PRICE** €9.95

**MARKETS** Europe

**CONTACT** charlotte.derolez@la-martiniquaise.fr

Poliakov Red is a blend of Poliakov vodka and red fruit aromas, including cranberry and raspberry. The 20% abv liqueur can be drunk neat or on the rocks with a variety of mixers, "including energy drinks". The target audience is 20 to 30-year-olds.

### FINLANDIA PLATINUM

**BRAND OWNER** Brown Forman

**PRICE** n/a

**MARKETS** Global duty free

**CONTACT** tim\_young@b-f.com

The long-awaited Platinum version of Finlandia makes its debut at TFWA Cannes. It is aimed at ultra-premium vodka consumers, specifically 30 to 49-year-old men.

Owned by Brown-Forman, it is said to have been made with "Finland's purest glacial spring water and finest six-row barley". The company continues: "Platinum is hand-crafted under the supervision of Finlandia master taster Marku Raittinen. It is passed over a bed of Finnish birch chips then finished through slow arctic chilling".

It is described as: "Soft texture with subtle sweet notes. Elegant combination of wood and sweetness. Finish: Slight pepper notes and exquisitely smooth finish."



## PRECIOUS

## REDESIGN

### FAUSTINO V RESERVA

**BRAND OWNER** Grupo Faustino

**PRICE** £10.99/€12.50/US\$18

**MARKETS** International

**CONTACT** Cellar Trends +44 (0)1283 217703 sales@cellartrends.co.uk

The redesign for Faustino V, the leading branded premium Rioja, is an attempt to extend its appeal to a new, younger audience.

The 2005 vintage will be the first to feature a new Tempranillo/Mazuelo blend (92:8%), giving a modern style

of wine with fruit-driven flavours.

The new label is described as giving a premium, clearer, modern look, and the distinctive frosted bottle retains the 'old master' portrait, with Gluck the composer gazing out of the bottle label.





## ANNIVERSARY



### CATTO'S 25 YEAR OLD BLENDED SCOTCH WHISKY

**BRAND OWNER** International Beverage Holdings

**PRICE** £150/€180/US\$250

**MARKETS** Global

**CONTACT** lbuckley@inetrbevgroup.com

Inver House Distillers has unveiled a limited-edition Catto's 25 Year Old to celebrate 150 years of the scotch blend.

Put together by master blender Stuart Harvey, it comes in a special crystal decanter and the edition is limited to 2,000 bottles.

James Catto started in 1861 in Aberdeen, Scotland, blending highland malts with lowland grain whiskies. Due to his connections with P&O and White Star shipping lines, his blended scotch whiskies were shipped all over the world.

### THE FAMOUS GROUSE CELEBRATION BLEND DECANTER

**BRAND OWNER** The Edrington Group

**PRICE** €99

**MARKETS** Global

**CONTACT** Steven Sleigh, area director, ssleigh@edrington.co.uk

Famous Grouse master blender and International Spirits Challenge judge Gordon Motion has created a special blend to celebrate 30 years of Famous Grouse being Scotland's favourite whisky.

The Famous Grouse Celebration Blend, which comes in a limited-edition Wade decanter, will be exhibited at TFWA Cannes on the Maxxium stand, M53.

Some of the 10,000 bottles have been allocated to the global travel retail sector, expected to attract the attention of whisky collectors.

Motion describes the blend as: "A soft mellow taste with hints of vanilla and blood orange and a light smokiness. The liquid is deep gold in colour and the nose is fragrant with heather honey and orange peel. A beautiful liquid, befitting of a beautiful decanter."



## AUDACIOUS

### DAVIDOFF XO

**BRAND LICENSEE**

Thomas HINE & Co

**PRICE** €135-€140 (duty free retail selling price)

**MARKETS** Worldwide

**CONTACT** Jacques Ielli, commercial director, Jacques.ielli@hine.fr, tel: +41 79 81 64 023

Davidoff XO cognac is being unveiled at TFW Cannes (see pages 29-44), CLWB global duty free, Marine Village stand S7.

It is described as a "high-end blend and composed only of old cognacs coming from the finest areas of the cognac region".

The blend is said to be characterised by hints of liquorice, prunes and honey presented in "audacious contemporary packaging".

The company is also unveiling a presentation of its Davidoff VSOP (€55-€60 for one litre) and a new Hine Triomphe (€600).



## CHILLED

### ANTARCTICA ICY COGNAC

**BRAND OWNER** Cognac Godet

**PRICE** €45 for 50cl

**MARKETS** Global

**CONTACTS** Cyril@cognacgodet.com

Antarctica is a clear cognac that can be drunk out of the freezer, in a shot, on the rocks or in a cocktail. The expression commemorates the South Pole sailing expedition of Jean Jacques Godet, aboard the Golden Fleece. Jean Jacques is the chairman of Cognac Godet and the 14th generation of the family to work at the cognac house. The product is to launch at TFWA Cannes.



## MELLOW

### INFORMATION

Products launched within the last two months are eligible for inclusion within this section. Please submit your products for consideration to: christian.davis@drinksint.com

SMOOTH



## GUINNESS BLACK LAGER

**BRAND OWNER** Diageo

**PRICE** Suggested Retail Price is 6-pack @ \$8.49/ABV: 4.5%

**MARKETS** Launched in the US across on and off-trade outlets nationwide on 23 August 2011, also currently available in Northern Ireland and Australia

**CONTACT** Diageo 0044 208 978 2749

Black Lager uses lager hops, yeast and traditional cold brewing methods, along with Guinness's signature roasted barley.

Guinness master brewer Fergal Murray says: "With Guinness Black Lager we really wanted to build on all the elements people love about Guinness."

"We take immense pride in the quality of our product and ensured that we built on the Guinness legacy when creating this distinctive and refreshing lager. I have no doubt that Guinness and lager fans alike will enjoy this unique-tasting new lager."



## ASPELL IMPERIAL CYDER

**BRAND OWNER** Aspell

**PRICE** £2.29

**MARKETS** UK or available globally if requested.

**CONTACT** 01728 860510

The 8.2% abv cyder is currently available in the UK off-trade and is set to roll out into the on-trade. It comes in 500ml bottles.

## ISH GIN

**BRAND OWNER**

The Poshmakers

**PRICE** £29.50

**MARKETS:** Spain, UK

**CONTACT** Coe Vintners

The gin features 11 botanicals: juniper, coriander seed, angelica root, almond, orris root, nutmeg, cinnamon, cassia, liquorice, lemon peel and orange peel. The botanicals are macerated in the spirit for 24 hours before being distilled for the fifth time and the resultant concentrate is then allowed a two-week resting period to allow for the botanicals to become fully integrated. The ratio of ish concentrate to alcohol and water is said to be higher than average, providing a more complex mouth and body.



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## Profile

# Thrill of the Chase

**Hamish Smith** talks to **Will Chase**, founder of Chase Distillery, about potatoes, Bovril and being vodka 'royalty'

**T**he year 2011 will always be remembered as the date Will and Kate married. But once the fever of Kate's dress and the rapture surrounding the occasion subsided, things soon went back to normal. Before long the happy couple were at home and Will was getting stuck into his vodka distilling. He's particularly pleased with his latest alchemies – there's been marmalade-infused potato vodka, gin made from apples, and even some experiments with Bovril, chilli and thistle.

Meet Will and Kate Chase. Perhaps not royalty, but if there was such a thing as vodka royalty in Britain, the Chases could soon wear the crowns. From their farm-based distillery in the westerly English county of Herefordshire, they are garnering reputations in global markets for their vodka and gin. From a marketing perspective, their spirits are positioned in the upper echelons of their respective categories, meeting head-on with the world's super-premium players.

"The idea was to produce something better than the mass-produced vodkas that people pay £30 for," says Will Chase. By better, he means in terms of the provenance of the product and the quality of the raw spirit that contributes the base flavour. "Nearly all distilleries buy spirit in. We could buy stripped spirit from mass distilleries, like in Brazil, for a quarter of the price it costs us by the time we've grown and mashed up our spuds."

Spuds – or potatoes as they're known in less informal circles – are the essential ingredient in Chase's business. And they always have been. "I started as a farmer when I was 21 and, by my mid-20s, I had focused on potatoes," says Chase. About 10 years passed before Chase's career took its first turn. "I had a load of potatoes rejected by McCaine [a UK frozen foods firm]. The rejected potatoes were sent to be made into crisps. Now, these weren't very special spuds, so I thought, gosh that's a good idea, we could do this ourselves and make a better product. Crisps in those days were just big brown, jaw-breaking lumps of stuff."

Chase's first eureka moment (another was to follow) was in October 2001. By April 2002, he had travelled to Denver in the US, bought crisp-making equipment, learned how to use it and set up a fully functioning factory. Tyrrell's English Crisps was born and soon became a hit among the UK's high-end shops and cafes. The country's foodie movement was gaining traction, so as well as high-end stores such as Harvey Nichols and Fortnum & Masons stocking the product, more everyday purveyors of food and drink, such as Pret a Manger and Costa Coffee, were looking for an upgrade from the mainstream brands.

### Another edge

"We started making vegetable chips, which had been done before but not very successfully – back then they were like potpourri," says Chase. "Tyrrell's became famous for them because we were growing the vegetables, chopping them up and making the crisps ourselves. We could never compete on price with the larger guys, so we had to have another edge. People were buying Tyrrell's because of its provenance and because it was a better product."

The last of Chase's shares in Tyrrell's were sold in 2010 to international investment firm Langholm Capital. "The business grew really well, but when you're dealing with supermarkets, large-scale distribution and logistics, if you're not careful the product loses its character. Growing a brand is like educating a child. Children need different teachers from infants up to university."

**A LOT OF PEOPLE  
THINK ALCOHOL  
IS ALCOHOL, BUT  
THE QUALITY  
OF THE  
SPIRIT IS  
IMPORTANT**

So Chase started again. His second eureka moment came when he was still nurturing the then infant Tyrrell's. That was in 2003, but the idea wasn't fully realised until 2008, following £2.5m investment. "Of all the vodka distilleries at the time, nobody talked about provenance," recalls Chase. And with the super-premium trailblazers of Grey Goose and Belvedere starting to pull in punters, Chase's mind was made up. "I wanted to build the business on vodka – just plain spirit with nothing in it at all. And it had to be the best."

With Tyrrell's changing hands and the new owners looking to alternative potato suppliers, Chase had 162ha of potato fields at his disposal. "For each 25 tonnes of spuds, we make about 1,000 bottles of vodka," says Chase. "If we used sugar beet or grain instead, we'd get four or five times the yield." So potato isn't the most efficient ingredient for spirit production, but compared with the rest of the vodka market, which primarily uses grain, potatoes provide distinctive flavour and much-needed differentiation. "A lot of people think alcohol is alcohol, but the quality of the spirit is important," says Chase.





The other Will and Kate

"Before I got into this business, I was the same – vodka to me was just a neutral spirit that people would use to get pickled on."

The distillery is now producing 5,000 bottles a week, "at the moment we're still talking in bottles", adds Chase, "but then, Red Bull still talks in cans." That figure includes the whole range: Chase Gin, made from distilling apple juice from the farm's orchards, Chase vodka, Naked Chase apple vodka, Marmalade vodka and a selection of liqueurs. But Chase has his sights on quadrupling output to 20,000 bottles, the capacity of his still.

"The business is turning over about £3m at the moment and with our current model we could get it to £8m-£10m." A £10m business sounds suspiciously like a brand that's left its infancy and is rubbing shoulders with the bigger boys, but Chase sees achieving that kind of growth as a long-term endeavour.

"With this business, it would take a long time to build it up. For now I'd rather stay at the top end of the market then take any shortcuts and drop down. It is frustrating – sometimes I think we could

increase our volumes, but in business it's not about turnover it's about leftover."

In the vodka business a brand's success is often assured by a deep marketing budget. Chase accepts this is the norm, but in lieu of high-expense strategies, he chooses the personal touch.

"A brand is cheapening itself if it starts buying its love. If you want a bartender to love the product, rather than give them a flat-screen TV or a holiday somewhere, we bring them out to the distillery. We had about 300 out here last year."

### Rock the Farm

The count will be higher this year. Chase's son James organised Rock the Farm, a music festival for the trade, set in the farm's own grounds. A near-500 made the journey, partied and camped. "I like the thought of everyone crawling all over the place," says Chase.

Another cog in Chase's PR machine is bespoke vodka. Bartenders are encouraged to suggest flavour infusions for limited-edition batches. There have been gooseberry and elderflower vodkas for his US

accounts, horseradish vodka for London's Savoy. He's also done batches of Amalfi lemon, tea, chilli, aged vodka, oak-smoked vodka, calvados from his apples... the list goes on.

"Last year we did a juniper-flavoured vodka for bit of fun. After all, gin is a flavoured vodka, it's a vodka that's gone through the still with juniper. We'll probably do that as a big batch next year. We've also got a small still coming next month, so we can put bulky stuff such as rhubarb in it. Or, if there's a load of strawberries going free because a local farmer has a glut, we could do strawberry jam vodka."

Chase's distillery is a spirit-lover's playground, but even by his experimental standards, there are some areas that are off limits. "We toyed with the idea of doing something to link the royal wedding with ours," he says. "In duty free, they wanted us to put Will & Kate and Union Jacks across the packaging, but you've got to be careful, you don't want to be corny."

Indeed, with the reputation of their burgeoning vodka empire to consider and a growing body of loyal subjects, corny just wouldn't do. **DI**

### Cognac and South Africa take the top accolades to show that consistency and regional character bring their own rewards. **David Longfield** reports

**A**ny brand entering the Brandy section of the International Spirits Challenge faces a demanding examination on its technical merits, as much as aroma and taste. It makes the achievement of a medal all the more significant in a category that encompasses a huge array of styles and flavour spectrums, according to a spirit's geographical origins.

"Brandy" ranges from the tightly controlled, appellation and terroir-based output of cognac and armagnac, through the solera system employed notably in Spain as well as other regions, to the age-regulated South African system where Colombar(d) and Chenin Blanc are the grapes of choice, and into eastern European and Russian styles as well as India, where locally produced brands can be produced from neutral spirit, and beyond.

It's not so much one global category as a combination of regional markets, topped by the global standards set by cognac and, to a lesser extent volume-wise, armagnac. It all makes for some interesting discussions between the ISC judges as stylistic benchmarks are debated.

This year saw three judges taking part in the ISC brandy session for the first time: Distell's Brink Liebenberg, Sylvain Delord from Armagnac Delord and Jordi Montserrat from Spain, adding even more international character to the panel.

At the conclusion of proceedings, Liebenberg said: "The diversity of styles across the globe in brandy is very interesting to see. What's good in one market is not necessarily good in another." Sylvain Delord agreed, adding: "It's very interesting to see the difference between the styles that sell well in different parts of the world."

Cognac Frapin's Olivier Paultes commented that there was: "A lot of new oak in evidence." Delord added: "It's

because the market's taste has developed in this way," although across the competition this year, he said: "The quality of the best examples was very high."

For some years there has been a sense that South African brandy is bubbling under, waiting for the right moment to emerge and conquer new territories. The strength of its annual showing in the ISC certainly suggests the quality is there. Liebenberg said: "The [export] consumer doesn't understand that there is a difference with South African brandy, with minimum ageing regulations (three years in French oak barrels of no more than 340 litres) for the pot still category."

So there's potentially a big job of communication to do? "We have beefed up the size of our marketing department by about 60%," he said, the intention being to raise efforts in export markets all over. "But we will always find difficulties competing on price in markets where they have their own brandy production. So we are looking at the main export markets such as the BRIC countries, UK and US."

As South African wine is popular in Scandinavian markets, could this be a good avenue? Liebenberg agrees the consumer base in Scandinavia is well educated and accustomed to the idea of drinking brandy, but he says: "There are small populations, for example Norway with 4.5 million, and it would require significant investment to get a result."

Equally, Simon Palmer from ABK6 added that South African brandy would face an existing "culture of cognac drinking" in Scandinavia, especially with the "hardcore" of half a million people or so in Norway who live above the Arctic Circle.

Brandy's varied and regional appeal is doubtless part of its continuing success – the global brandy category is forecast, according to Datamonitor figures, to grow at a CAGR of about 3% between 2009 and 2014.

# BRANDY

## GOLD

### BEST IN CATEGORY



#### Delamain Extra

(Mentzendorff)

*Cognac above XO level*

Complex aromas of peach and apricot, coffee, creamy chocolate, caramel and cherry. Rancio notes to taste, fruit confit with nutty, buttery cocoa and a creaminess to finish



#### KWV 15 Year Old (KWV)

*Other brandies made purely from grapes, exclusively in pot stills up to 40%*

Good ageing, touches of port on an intense nose. Good length, with peach and fresh pear balanced by integrated wood, butter, cocoa and jammy fruit







## BRANDY SILVER WINNERS

### *Cognac, armagnac, calvados*

- A. de Fussigny Supérieur Fine Champagne** – Cognac A. de Fussigny
- Baron Otard VSOP** – Château de Cognac
- Braastad My Selection** – Arcus
- Braastad XO Supérieur Très Vieille Réserve** – Arcus
- Delamain Pale & Dry XO** – Mentzendorff
- Distillerie de l'Ecole Petite Champagne** – Cognac Louis Royer
- Distillerie Les Magnolias Grande Champagne** – Cognac Louis Royer
- Louis Royer XO** – Cognac Louis Royer
- Monnet VSOP** – Burn Stewart
- Talisman VSOP** – Rusimport

### *Other brandies*

- Don Cortez Solera Gran Reserva** – Rusimport
- Imoya** – KWV
- Klipdrift Gold** – Distell
- KWV 3 Year Old** – KWV
- KWV 20 Year Old** – KWV
- Mellow Wood Standard** – Distell
- Mellow Wood 5 Year Old** – Distell
- Oude Meester 12 Year Old Reserve** – Distell
- Pisco Porton** – Destileria la Caravedo Srl
- Renuage 4 Years** – Galicia Distillery
- Renuage 5 Years** – Galicia Distillery
- Richelieu** – Distell
- Van Ryn's 12 Year Old Distillers Reserve** – Distell
- Van Ryn's 15 Year Old Fine Cask Reserve** – Distell
- Viceroy 5 Year Old** – Distell
- Wellington VO** – Edward Snell & Co

Y



#### **Leyrat XO Vieille Reserve Cognac**

(Cognac ABK6)

*Cognac XO or equivalent*

Rounded and rich on the nose, with well-balanced flowers and fruit. A lighter, fresh, fruity palate, with some sweetness, delicate fresh fruit layers and gingery spice notes



#### **Distillerie des Saules Borderies**

(Cognac Louis Royer)

*Cognac VSOP or equivalent*

Elegant, floral nose, with well-balanced wood and fruit. Complex, fruity character and depth on a rich palate, with notes of baked fruits, apricot and rancio



#### **KWV 10 Year Old (KWV)**

*Other brandies made purely from grapes, blends from pot and continuous stills up to 40%*

Fresh apple aromas with floral and vanilla hints. Characterful, lighter style, with coconut, peach and apricot flavours and notes of tea on the finish



## SILVER

# BEST IN CATEGORY



### Distillerie Chantal Bons Bois

(Cognac Louis Royer)

*Cognac VS or equivalent*

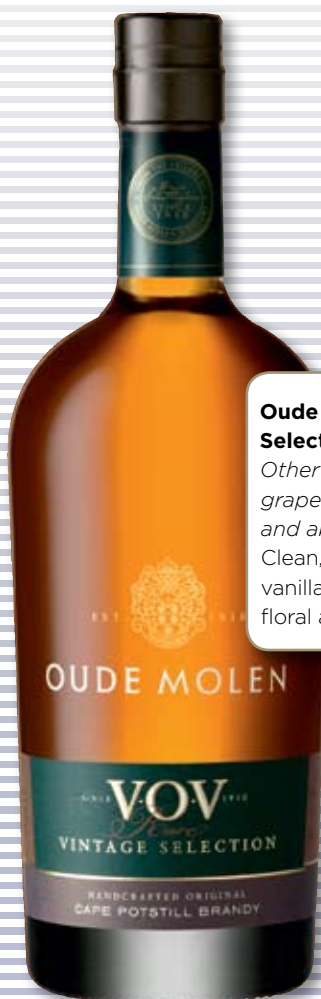
Delicate and finessed, dry in the mouth with fruity, strawberry notes and cinnamon spice balance

### Janneau 12 Year Old

(Giovineti Partners)

*Armagnac above VSOP level*

Light, floral, sherry finesse, bigger woody notes, an almond nuttiness and good balance of dry fruit character



### Oude Molen VOV Rare Vintage

**Select** (Oude Molen Distillery)

*Other brandies made purely from grapes, exclusively in pot stills 40% and above*

Clean, youthful, appley balance. Light vanilla, chocolate and anis taste with floral and tropical fruit interest

### Klipdrift Premium (Distell)

*Other brandies made purely from grapes, blends from pot and continuous stills above 40%*

Well-made, balanced nose with honey, green figs and apricot. Light wood on an elegant, peachy sweet finish

## BRANDY BRONZE WINNERS



### Cognac, armagnac, calvados

**A de Fussygny Sélection** – Cognac A de Fussygny

**A de Fussygny XO Fine Champagne** – Cognac A de Fussygny

**Bache-Gabrielsen Hors d'Age** – Cognac Bache-Gabrielsen

**Bache-Gabrielsen XO Fine Champagne** – Cognac Bache-Gabrielsen

**Baron Otard VS** – Château de Cognac

**Baron Otard XO** – Château de Cognac

**Berneroy Calvados Fine** – Camus Cognac

**Berneroy Calvados VSOP** – Camus Cognac

**Bisquit VS** – Bisquit Dubouché

**Bisquit VSOP** – Bisquit Dubouché

**Bisquit XO** – Bisquit Dubouché

**Braastad Organic Cognac** – Arcus

**Chevalier Cognac VS** – Aldi Stores

**Daron Calvados XO** – Cognac Ferrand

**Frapin Extra Grande Champagne** – Cognac Frapin

**Ile de Ré Fine Island** – Cognac Camus

**Ile de Ré Fine Island Double Matured** – Cognac Camus

**Janneau 5 Year Old Armagnac** – Giovineti Partners

**Janneau 8 Year Old Armagnac** – Giovineti Partners

**Janneau VSOP Armagnac** – Giovineti Partners

**Janneau XO Armagnac** – Giovineti Partners

**Jenssen Epiphanie** – Cognac Jenssen

## BRANDY BRONZE WINNERS



**Jenssen XO Grande Champagne** – Cognac Jenssen

**Le Réviseur VS** – Cognac ABK6

**Leyrat Fine VS** – Cognac ABK6

**Louis Royer Extra Grande Champagne** – Cognac Louis Royer

**Louis Royer VS** – Cognac Louis Royer

**Louis Royer VSOP** – Cognac Louis Royer

**Louis Royer VSOP Force 53** – Cognac Louis Royer

**Louis Royer VSOP Préférence** – Cognac Louis Royer

**Taste the Difference XO Grande Champagne Cognac** – Sainsbury's

### Other brandies

**Bardinet XO** – Bardinet

**Beehive** – Bardinet

**Buchach Abdank 5 Years** – Galicia Distillery

**Collison's White Gold** – Distell

**Concorde XO** – Arcus

**E&J VS Brandy** – E&J Gallo

**Flight of the Fish Eagle** – Distell

**Garde Marine Extra XO** – Rusimport

**Klipdrift Export** – Distell

**KWV 5 Year Old** – KWV

**Laborie Alambic** – KWV

**Meritant 5 Special Reserve** – Rusimport

**Morpheus Brandy** – Radico Khaitan

**Nederburg Solera** – Distell

**Oude Meester Demant** – Distell

**Oude Meester 18 Year Old Souverein** – Distell

**Oude Meester VSOB** – Distell

**Oude Molen Rene Single Cask** – Oude Molen Distillery

**Raynal VSOP** – William Grant & Sons

**Raynal XO** – William Grant & Sons

**St Rémy VSOP** – Rémy Cointreau

**St Rémy Authentic XO** – Rémy Cointreau

**Straldjanska Muskat Matured Rakia** – Vinprom Yambol

**Sydney Back NV** – Backsberg Estate Cellars

**Sydney Back 10 Year Old** – Backsberg Estate Cellars

**Taste the Difference French Brandy XO**

**Aged 5 Years** – Sainsbury's

**Three Barrels VSOP** – William Grant & Sons

**Three Barrels XO** – William Grant & Sons

**Uitkyk 10 Year Estate Potstill** – Distell

**Van Ryn's 10 Year Old Vintage** – Distell

**Van Ryn's 20 Year Old Collectors Reserve** – Distell

**Vieux Garçon** – Lidl UK



### Berneroy Calvados XO

(Camus Cognac)

Rounded, full, apple with peach and pineapple, defined by its woody, aged character

## BEST IN CATEGORY



## MEET THE JUDGES



Sylvain Delord, cellar master Armagnac Delord; Brink Liebenberg, group general manager spirits Distell; chairman Neil Mathieson, managing director Eaux de Vie; Simon Palmer, cellar master Cognac ABK6, Leyrat; Kobus Gelderblom, chief brandy master KWV; Louis Nomdedeu, EDV Consultants; Olivier Paultes, cellar master Cognac Frapin; Jordi Montserrat, wine and spirits marketing consultant



# The many variations in regional styles and production methods for rum mean the task of the judges is not a straightforward one, says David Longfield

One of the joys of rum is that there's room for all tastes. From the colourless, mix-with-anything white spirit that is an introduction to alcohol for so many younger drinkers, to the fireside sipping complexity of barrel-matured styles, and the palate warming spiciness of the dark 'naval' rums.

Around the rum-producing regions of the Caribbean and beyond, rum production definitions have subtle variations according to each country's traditions. In Venezuela, for example, it must be bottled at a minimum of 40% abv, up to 50%, and is defined as: "Prepared by the distillation of fermented mashes of sugar cane and its derivatives, having been aged in oak containers..."

However, EU regulations state a minimum of 37.5% for rum, and define it as: "A spirit drink produced exclusively by alcoholic fermentation and distillation, either from molasses or syrup produced in the manufacture of cane sugar or from sugar-cane juice itself and distilled at less than 96% vol so that the distillate has the discernible specific organoleptic characteristics of rum." Rhum agricole also has its own clear description, but these are only for products to be sold in the EU region.

Ageing regulations vary too, so that in "Anglo Caribbean" rum-producing countries, the convention used is equivalent to scotch whisky, and a rum showing 'x' years on its label will have been aged in barrel for a minimum of 'x' years.

So, faced with a wide selection of hues of colour and flavour profiles, even within a judging sub-category, this year's ISC rum judging panel – chaired by Carsten Vlierboom of Dutch shipper and blender E&A Scheer – elected to pick out all the rums that scored the highest in what effectively became a first-round 'elimination' process. "There

is a wide range of production methods and traditions in rum," said Vlierboom. "The only common denominator is really sugar cane. But I was surprised at how well the judges came together, with only a few instances where there were big variations in the scores."

Genuine rum character was rewarded, with marks being lost for any sign of bitterness, or use of wood that was deemed to be excessive. Similarly the use of flavour additives – permitted to a small degree in Latin American producing countries – was viewed in a negative light, although balance was again an important factor in the final outcome. "The judges were looking for the real spirit," said Vlierboom. "The winners here were the ones that are not tampered with."

In the Rhum Agricole category, Bibendum Spirits' resident mixology expert, Paul McFadyen, said: "I was looking for the grassy notes first. [Stylistically] the longer-aged ones are going more towards rum." He compared agricole to blanco tequila, saying: "What makes tequila great for me is the flavour of the agave. And connoisseurs tend to like the 'difficult' agricoles, while consumers often like the easier ones."

Re-tasted together, the judges were able to reassess the highest scorers within the context of a consistent level of quality.

It was Cuba's Havana Club that came out on top, taking three Golds for its 7 Year and 15 Year expressions and the Selección de Maestros super-premium blend, as well as a Silver Best in Category for the 3 Year premium white. "It says something for the quality and consistency of the Havana Club set-up," said Vlierboom.

While the complexity of the rum category may bring its challenges for the ISC judges, Vlierboom saw it as a healthy sign for the trade. "It's not an easy category to judge," he said, "but it shows that rum goes quite a long way beyond just white, gold and dark."

# RUM

## GOLD



### **Pusser's Original Navy Strength Blue Label** (Pusser's)

*Under 5 years, brown, golden & dark*  
Classic aged rum, with natural character. Full nose of preserved fruits and fig, with a rich palate, hints of toffee, cinnamon and ginger

## BEST IN CATEGORY



### **Havana Club 15 Años Gran Reserva** (Havana Club International)

*Between 10 & 15 years, brown, golden & dark*  
Great aromas of dark wood, chocolate and coconut, well balanced, very much about fruit and flavour

## BEST IN CATEGORY



### **Ron Abuelo Centuria**

(Varela Hermanos)  
Opulent and textured, nuanced and layered flavours of butterscotch, orange and tropical fruit peel and darker liquorice notes, finishing with smoky spice and citrus fruits





## RUM SILVER WINNERS

### *Cachaça*

**Sagatiba Velha** – Sagatiba Brasil

### *Rhum agricole*

**Saint James Royal Amber 45%** –

La Martiniquaise

**Saint James Royal White 50%** –

La Martiniquaise

### *Rum*

**Angostura 7 Year Old** – Burn Stewart Distillers

**Bacardi Reserva Limitada** – Bacardi

**Bacardi Solera 1873** – Bacardi

**Chairman's Reserve** – St. Lucia Distillers

**Chairman's Reserve The Forgotten Casks** –

St. Lucia Distillers

**Sainsbury's Superior Dark Rum** – Burn Stewart Distillers

**Toz White Gold** – St. Lucia Distillers



## RUM BRONZE WINNERS

### *Cane spirit*

**Cane Trader** – Booker

**Umlambo Cane** – Table Bay International

### *Cachaça*

**Sagatiba Pura** – Sagatiba Brasil

### *Rhum agricole*

**Fighting Spirit Blue** – Château de la Tuilerie

**Saint James Paille Gold** – La Martiniquaise

### *Rum*

**Angostura 5 Year Old** – Burn Stewart Distillers

**Angostura Reserva** – Burn Stewart Distillers

**Angostura 1824** – Burn Stewart Distillers

**Bacardi 8** – Bacardi

**Bacardi Añejo** – Bacardi

**Bacardi Gold** – Bacardi

**Black Angel Dark Rum** – Table Bay International

**Chairman's Spiced** – St. Lucia Distillers

**Diplomatico Reserva Blanco** – Destilerías Unidas

**Diplomatico Reserva** – Destilerías Unidas

**Diplomatico Reserva Exclusiva** – Destilerías Unidas

**Envy Rum** – Grupo Laslov

### **Westerhall Vintage Batch 20112**

(Westerhall Estate)

*Between 5 & 10 years, brown, golden & dark*

*Great nose, rounded and balanced palate.*

*Well-aged rum, a very appealing style*

## BEST IN CATEGORY



### **Havana Club 7 Años**

(Havana Club International)

*Well-balanced rum – dry wood, rounded*

*and long*



### **Admiral Rodney**

(St Lucia Distillers)

*Mature, dry in the mouth with plenty of woody character*



### **Havana Club Selección de**

**Maestros** (Havana Club International)

*Solera styles*

*Aromatic and fresh, with nutty nuances,*

*darker tobacco and light honeyed notes.*

*Good spicy balance and intensity*

## BEST IN CATEGORY



### **1931** (St Lucia Distillers)

*Mature nose, chocolate, brown sugar, dried fruits, vanilla. Rich and full in the mouth with honey, spicy oak and a soft, spiry character*



### **Island Magic** (Booker)

*Standard white*

*Pleasantly light, typical rum characters.*

## BEST IN CATEGORY





## SILVER



### Mainstay Premium (Distell)

Cane spirit

A real citrus twist with a peppery finish

## BEST IN CATEGORY



### Havana Club 3 Años

(Havana Club International)

Premium white

The ageing brings some orangey notes, with a long finish

## BEST IN CATEGORY



## RUM BRONZE WINNERS

**Guajiro** – Azucar Spirits

**James Cook** – Lidl UK

**La Tour de L'Or** – Château de la Tuilerie

**Liberté** – Lidl UK

**Old Hopking Dark Rum** – Aldi

**Old Hopking White Rum** – Aldi

**Plantation Gran Añejo Guatemala** – Cognac

Ferrand

**Plantation XO 20th Anniversary** – Cognac

Ferrand

**Pusser's 15 Year Old** – Pusser's Ltd

**Sainsbury's Superior White Rum** – Burn

Stewart Distillers

**Westerhall Superb Light Rum** –

Westerhall Estate

### Rum specialties

**Ron Aguerre** – Azucar Spirits

**SX Calypso** – SX Latin Brands

**SX Samba** – SX Latin Brands



### L'Arbre du Voyageur

Réserve 2001 (Château de la Tuilerie)

Rhum agricole

Balanced new oak and vanilla on the nose, with notes of ginger and honey

## BEST IN CATEGORY



## MEET THE JUDGES



From left: Peter Martin, European manager, J Wray & Nephew; chairman Carsten Vlierboom, managing director, E&A Scheer; Kirstie McCallum, blender, Burn Stewart Distillers; Paul McFadyen, brands manager, Bibendum Spirits; Patrick van Zuidam, master distiller and managing director, Zuidam Distillers



# DESIGN & PACK

**Getting a spirit's image right is no mean feat. David Longfield watched some branding experts put this year's ISC entries through a thorough examination**

**A** really brilliant idea is universal," said chairman of judges Paul Foulkes-Arellano as the ISC Design & Packaging judges discussed the outcome of this year's awards. "We saw a lot of interesting and different subjects, and I don't think we've ever had as much debate in the established brands category."

The judges assessed the entrants initially for medals within three categories: Best Established, Best New and Best Repackaged. Then, in a separate judging process, the top performers were considered as a group to decide which were deserving of an ISC Trophy – winners to be announced at a later date (see below). Brands were all considered within the context of their stated market and target consumer profiles.

The judges were impressed by the quality of the Irish whiskey entrants – in particular in the Repackaged category. "We had some great examples," said Foulkes-Arellano. "The Irish whiskey category has really got momentum about it."

But it was the Established category that was singled out as the strongest. "We were surprised by the good quality we saw in this category," said Foulkes-Arellano. "If you go back 20 years, many established brands did not look great. Now, even small family companies and small retailers will ask questions about the marketing strategy of the producers who supply them."

The judges agreed that standards continue to rise. "In the past five years there has been so much good work done that it's now quite difficult to impress judges," said Foulkes-Arellano. "All the brands now know they have to innovate. Every year everything is of a better quality. To really leapfrog the competition you have to do something really off-centre, while still making sure people drink the product itself."

"The bar is higher," he continued, "so you have to jump that much higher. Two years ago, the gin category suddenly burst into life – there are products out there that I think will change the market in years to come."

Tim Croxson suggested there is still ample room to spread the message of how drinks brands can benefit from good design. "Not many companies really analyse how their brands perform," he said. "In order to stand out, the smaller brands are really having to do things differently."

"What we're looking for is an authentic story," said Foulkes-Arellano. "The designer has to be a storyteller, not just a visual artist. In design generally, things have moved away from being just aesthetics. I call it brand archaeology – without it you can't tell the brand's story."

"There are so many good stories around spirits, even including the simple ones such as the fact that cognac is made from grapes – there are many consumers who don't actually know this."

Given the timescale involved in new product development or the relaunch of an established brand, the design sector can be regarded as a fair indicator of an industry's confidence in itself, and Foulkes-Arellano suggested that the signs are positive for spirits.

"The design industry is absolutely snowed under," he said. "We haven't been this busy for years. There is plenty of investment available in Asia, and that's a market that is really looking for innovation."

"This year's Trophy winners have all got something unique about them, either technically, conceptually or graphically. But they've really had to overdeliver to get their awards."

The 2011 ISC Trophy winners will be announced at the ISC Awards Dinner on October 10 at the London Marriott Hotel in Grosvenor Square.

**GOLD**



**A de Fussigny XO Fine  
Champagne Cognac**

(Cognac A de Fussigny)

*Best established*

An outstanding, bold-statement brand. Clean-cut bottle, a quality build that delivers on its target demographic



**Prime Premium Vodka**

(Olimp)

*Best established*

Highly original and technically complex, with great detailing on both the bottle and outer packaging

# PACKAGING



## Oude Molen Brandy range

(Oude Molen Distillery)

*Best new*

A very solid piece of work, smart and well designed with great little touches and use of colour. The range works well together



## La Maison Fontaine Absinthe

(Metropolitan Spirits)

*Best new*

Really breaks the mould. Well thought-out and very detailed, contrasting modern design with the wax stamp to bring in historical absinthe cues



## M&S Spirit of London

**Dry Gin** (Marks & Spencer)

*Best new*

A fine piece of thinking – a good, simple, modern take on nostalgia. Authentic Victorian styling combines with modern elements and good reverse print on the rear label



## Talisker 10 Year Old Isle of Skye Single Malt

(Diageo)

*Best established*

A timeless classic, tasteful and unfussy, with an interesting gift box. Mature yet appealing to all demographics, with premium looks and clever detail showing understanding of its market



## Gordon & Macphail Generations Glenlivet 70 Year Old (Navyblue Design Group)

*Best repackaged*

Awe-inspiring, smart and charming, detailed and interesting with an impressive outer packaging



## BEST ESTABLISHED BRONZE WINNERS



**Elit by Stolichnaya Vodka** – SPI Group  
**Kingdom Blended Scotch Whisky range** – Hiscot Co  
**Marquis Vodka** – Libertine Spirits  
**Morpheus Brandy** – Radico Khaitan  
**Soyombo Mongolian Vodka** – APU

## BEST NEW SILVER WINNERS



**BeGin** – Edgemill Group  
**Five Vodka** – The Brand Union  
**Gin Mare** – Global Premium Brands  
**Six O'Clock Gin** – Bramley & Gage  
**Vod-k** – Fryd Food & Drink

## BEST NEW BRONZE WINNERS



**Absolut Illusion** – Family Business  
**Adnams Copper House Distillery First Rate Gin** – Adnams  
**Chinggis Vodka** – Alko Group Mongolia  
**CooranBong Vodka** – G'day Imports  
**Drambuie 15** – Morrison Bowmore  
**Kammerling's Ginseng Spirit** – Alex Kammerling  
**SX Liqueur range** (Chachacha; Calypso; Samba) – SX Latin Brands

## BEST REPACKAGED SILVER WINNERS



**Bushmills 10 Year Old Single Irish Malt Whiskey** – Diageo  
**Bushmills 16 Year Old Single Irish Malt Whiskey** – Diageo  
**Greenspot Single Pot Still Irish Whiskey** – Irish Distillers  
**Havana Club Selección de Maestros Rum** – Nude Brand Consulting

## BEST REPACKAGED BRONZE WINNERS



**Powers John's Lane Release Irish Whiskey** – Irish Distillers

## GOLD



### Bushmills 21 Year Old Single Irish Malt Whiskey (Diageo)

*Best repackaged*  
 Simply beautifully designed – a great upgrade



### Bushmills Irish Whiskey range (Diageo)

*Best repackaged*  
 Bushmills is transformed. The redesign is absolutely steeped in history, but there is a highly contemporary feel to the brand. It just cries out to be tasted: the sign of great design



## MEET THE JUDGES



### The Design & Packaging judges (l-r)

Russell Dodd, publisher Drinks International, Agile Media; Simon Weston, director Bamboo London (drinks strategy agency); chairman Paul Foulkes-Arellano, client services director at Seymourpowell (design and innovation company); Tim Croxson, operations director Croxsons UK (glass packaging provider); Neil Vestri, creative director Cartils (branding and packaging design)



**Cannes is renowned for its film festival and for its annual duty free exhibition. Joe Bates steps up to meet some top performers from the latter in this TFWA preview**

# Now showing

**Joe Bates canvasses five leading travel retail operators in three different continents on the state of their liquor businesses, and gets their views on some of the industry's most topical issues**

**The Tappoo Group of Companies executive director Kaushal Tappoo**

The Tappoo Group of Companies opened its first downtown store in Fiji in 1941, but now runs both duty free stores at the island's Nadi international airport under the Fiji Duty Free banner, and also domestic department stores, hotel and resort outlets. Employing some 800 people, the group also has wholesale and manufacturing divisions.



**Blue Water Bridge Duty Free, vice-president of sales, Tania Lee**

Blue Water Bridge Duty Free is one of Canada's most highly regarded duty free border shop operators. Based in Ontario, it operates a 10,000sq ft store offering a range which includes premium spirits, beers and, of course, local icewines. In 2003 the company was awarded the coveted title of Worldwide Airport/Land Border Duty Free Retailer of the Year at the Cannes Frontier Awards.

**Inflight Service category & purchasing manager spirits, wine, tobacco, confectionery & fine food Johan Båsk**

Swedish travel retailer Inflight Service is one of Scandinavia's largest travel retail players, operating the inflight retail concessions onboard charter airlines such as Novair, SAS Charter, Thomas Cook Airlines Scandinavia and Spanair, as well as providing purchasing for Baltic ferry lines such as Color Line, and Fjordline. The company operates airport stores in Poland, Estonia and Latvia.

**Belgian Sky Shops buyer for spirits, tobacco, confectionery & food Hans Darmont**

Belgian Sky Shops has been running the duty free concession at Brussels airport since 1958. The company employs more than 400 people and operates 30 shops at the airport. Belgian chocolate is the hero category for this retailer – it sells 600 tonnes each year, but it also sells 670,000 litres of wines, spirits and Belgian beer.

**Nuance Group senior buying manager Europe, wine, champagne, spirits, confectionery Danny Ayton**

The Nuance Group is one of the world's largest duty free retailers with 370 stores. Within Europe, the Swiss company has airport stores in Switzerland, Sweden, Turkey, Portugal, Malta, France and Germany. It recently spent CHF25m (£20m) on developing a new airport store concept, which debuted at Turkey's Antalya airport this May.



**How well has your wine and spirits business performed during 2011 and what are the challenges and opportunities currently facing this category?**

**Tania Lee (TL):** Wine and spirit sales are slightly below last year. There are still a number of issues on the Canadian border that continue to challenge my sales: exchange rate, high gas prices and the economic climate. The strength of the Canadian dollar is great for travelling Canadians, but it is not great for my business as duty free prices provide fewer savings to the travelling American. Also, competition is fierce with US retailers and they have the low US dollar on their side.

**Johan Båsk (JB):** Sales are up 3.2% by value and 5% by volume for the first six months of 2011 compared with the previous year. The airline channel is growing, while the ferry and airport channels are stable.

**Kaushal Tappoo (KT):** Spirits has performed well for the first six months of this year in terms of volume. Value has not increased proportionately because customers have been opting for low-priced items. This year we have seen customers travelling on packages from Australia and New Zealand, so they are on limited budgets. There has been an increase in standard spirits, and a decrease in premium (aged) spirits.

Wines have performed well in the Arrivals store, although it is lower value compared with spirits. The major challenge for us this year is to up-sell customers to more premium spirits, and to offer a "unique" chance to buy aged spirits in a duty free environment.

**Hans Darmont (HD):** Wine and spirits have delivered a healthy growth of 15 %. In

► p31

terms of opportunities we always like to see more new product development and look forward to original ways to communicate the product to the consumer. A challenge is that too many of our suppliers have regular supply issues, which they need to address seriously.

**Danny Ayton (DA):** Our key performing airport is Antalya, which is not just driven by the growth in passengers, but also the passenger profile. In Antalya, Russians are the single biggest passenger group, with a passenger spend rate worth eight to 10 times that of other typical European passengers. The two stand-out categories there are whiskies and cognac, with a high level of premium sales. Turkey is the biggest performer for liquor, then across the rest of our region we have similar growth performances in Sweden, Switzerland and Portugal.

## What are the fastest-growing sub-categories within the liquor sector, and which are declining in importance?

**TL:** The fastest growing categories are whiskies (all types), brandy, cognac and cream liqueurs. I've seen a decline in tequila, gin and vodka. Whiskies have been bolstered by the launches of Crown Royal Black and Johnnie Walker Double Black. Also there is great success with Irish whiskies such as Jameson Special Reserve and the Jameson 4.5-litre size, as well as additions such as Kilbeggan and Connemara. Cognac has been doing well as younger consumers enter the market.

Baileys continues to dominate the cream liqueurs category and is seeing strong numbers from its flavours.

**JB:** Whisky sales are slightly positive, but cognac is suffering. XO cognac is up, but VS and VSOP are decreasing. All wine sub-categories are growing and white wine is growing fastest. With white spirits, vodka is suffering, but gin is increasing. Beer is still growing and with liqueurs all the growth is coming from the 15-22% abv category.

**KT:** The fastest-growing categories for us are vodka, whisky, and bourbon. The categories declining are cognacs, brandy, and liqueurs. Gin and rum have been fairly consistent and steady.

**HD:** Cognac is the absolute winner, closely followed by French wines, where



Blue Water Bridge Duty Free

the gain is mainly due to increased sales of Grand Crus combined with increased interest in our monthly wine offers.

**DA:** Wherever we get the BRIC (Brazil, Russia, India, China) passengers we are seeing fast growth on premium sales of cognacs and whiskies. In terms of other sub-categories we are seeing good natural growth from rum and American whiskey – a consumer trend coming directly from the on-trade with the mixing of cocktails. This naturally filtered into the retail channel and our business over the past six to eight months.

## What have been the standout liquor launches for you this year?

**TL:** Absolut Orient Apple on the imported side and Crown Royal Black on the domestic side. For Absolut we worked closely with the duty free Pernod Ricard team to create the final promotion in-store. We determined this would be our major promotion for the summer and be a comprehensive programme, meaning it incorporates elements from the outside through to the inside of the duty free shop. It is working quite well and Absolut is trending well above last year.

For Crown Royal, we launched the Crown Royal Black, which is a darker, more robust whisky than Crown Royal and blended at 90 proof.

**JB:** O'Hagan's Irish Cream, which we launched in May. It is already number two in cream liqueurs after Baileys, and has a 24% market share [of the liqueur sector] in the airlines channel.

**KT:** Absolut Watkins and Johnnie Walker Double Black have been the successful

launches. Both were given prime space at the entrance of our liquor section, and we did tastings for both.

**HD:** Bacardi Pina Colada is a recent, but promising, launch. Another recent seasonal introduction, Hennessy VS 20cl in a number of colourful sleeves, seems to have become a hit too.

**DA:** The standout launch in the past eight to nine months would be Johnnie Walker Double Black, a great piece of innovation and brand building beyond Johnnie Walker Black Label. Baileys Hazelnut also gave an injection of newness to the cream liqueur category. The other stand-out launch would be Aperol, which is produced by Campari.

## Is there enough innovation when it comes to new product development in the liquor sector?

**TL:** The liquor companies have R&D at their disposal and are always introducing new products and great packaging. The deficiency lies in getting this out to the various markets, while maintaining the integrity of the original intent and marketing concept.

**JB:** I think so. One good innovation this year was bag-in-box white and rosé wine in the same package. It's 1.5-litre of each in one box and sells very well.

**KT:** There could be a lot more around regular packaging updates and on-pack promotions as most of the liquor suppliers have major sponsorships around the world, specially sports sponsorships. These sponsorships could be leveraged a lot better with the products.

**HD:** Not really, except the weekly ultra-premium vodka launch that nobody really is waiting for. It would be nice to see some more action.

**DA:** I think this is the biggest challenge for the category. There are lots of new products, but to be genuinely innovative a fully integrated campaign must drive it for both consumers and retailers. Suppliers are generally looking to use travel retail as a gateway to develop products internationally, but without investing to generate strong retail plans behind them. Without campaign or brand building, most products will be lost in the range assortment. ▶ p33





## How often do you take a risk and list an unproven/small liquor brand? Any examples where the gamble has paid off?

**TL:** I like to offer my customers new and exciting products they cannot necessarily find elsewhere, so I will list new and unproven products. Recent successes have been Bakon vodka and 4 Orange vodka. Bakon was an unusual story as it went viral pretty quickly before many in the industry even knew how to source it. It is an award-winning, bacon-infused vodka, which is great as an addition to Bloody Mary or Caesar cocktails. 4 Orange is a gluten-free vodka infused from 20 oranges so a bit of a different take on the flavoured vodka category.

**KT:** We try to be cautious with unproven or small liquor brands. Usually we order small quantities for trial as Fiji goes through relatively low volumes. Suppliers have been good to us as generally they don't push us to take unreasonable minimum quantities.

**HD:** If the proposal in terms of product and price is correct and we believe it has the potential to become a valuable complement to our range, we have no issue in giving it a shot and consider that part of what we do, rather than looking at it as a risk or gamble. But we only do it only when it is logistically feasible.

We listed 137 brands in the spirits and wine category between January and June – clear proof that we do not shy away from trying a new thing once in a while.

**DA:** We do take risks, but they tend to be on a local level. In Sweden, for example, we have just taken a gamble on a super-premium, Swedish-origin vodka called Purity. Clearly, that is not something we would roll out across the [European] region, but we recognised that, while Absolut dominates the Swedish vodka market, there was little choice in terms of premium trade-up with genuine Swedish origin.

**Given the high costs and low margins associated with the airport retail environment, can suppliers realistically expect to make money there, or should they view the channel as a shop window only?**

**KT:** I believe everyone makes money. We try to focus on premium spirits and products which are not usually available

outside the airports to offer a point of difference. Some suppliers use the duty free channel to showcase their brands or launch a product. In such cases, they wouldn't be making much money.

**JB:** I'm sure suppliers are making money in all travel retail channels. Of course there are channels which are not so profitable, and the airport channel is a challenge. We are operating in small airports and have noticed suppliers are keener to make business and campaigns in our ferry line and airline channels. Of course it's a shop window for brand owners, but I don't think that's the only reason to be there.

**HD:** Having spent most of my previous professional life in international travel retail and domestic markets, I am comfortable stating: "Yes you can make good money and, yes, it is a fantastic showcase for brands."

**DA:** I do believe suppliers can make money in the airport channel, otherwise you wouldn't have the players who are there today with the level of investment they make. All the top suppliers are continuously investing good money and innovating in this channel.

**What other duty free operators or local domestic retailers do you admire when it comes to the handling of their liquor business?**

**TL:** Major airport retailers always have massive high-profile displays and fantastic graphics. I also admire places such as Total Wine and mass retailers such as Costco and Sam's Club, whose sheer purchasing ability allows for varied products and interesting promotions.

**JB:** Gebr. Heinemann is doing excellent business in Oslo Airport, and Viking Line is doing good business in the Baltic Sea.

**KT:** Generally airport duty free stores around the region do a good job in showcasing the liquor category. A lot has to do with suppliers helping with the design of fixtures and fittings to keep a uniform look.

**DA:** We believe at Nuance we have the leading-edge concept in travel retail. This includes all the key components of range – price, promotion, category execution and consumer education (touch-screen



Belgian Sky

technology, tasting zones) – as well as the general look and feel of our new stores in Antalya, Zurich, Geneva and Lisbon, where we have invested CHF25m [£20m], to deliver the next generation of retail stores this year.

In terms of the competition we recognise certain operators do certain things well. We think Aelia manages wine and champagne very well; in the UK we think World Duty Free does a good job with its World of Whiskies concept.

**Liquor companies love to boast about their products winning competitions and awards. Do you think these accolades strike a chord with consumers and influence what they end up buying?**

**TL:** Yes, it is especially important for sales of new and unknown products. I used this to sell Bakon vodka in the initial stages – it gives the customer buying validation and a sense of comfort.

**JB:** For us as an operator it's very important that there are consumer competitions. You have to stimulate consumers in your shops. Of course, we believe and want to get additional sales with this kind of event.

**KT:** We believe it's a major selling point, especially in duty free where customers have time to shop before their flights. They do look for products which have won awards and we usually try to keep some literature on the floor next to the product. We have often seen customers reading about the awards, and buying that particular product.

**HD:** When it comes to trying something new, many of them are looking for as much reassurance as possible that they are making the right purchase decision.

**DA:** I believe competitions and awards can play a much bigger role in driving sales and endorsing high quality. Even if consumers are not familiar with the awards, they will understand the product has credibility because it has won international recognition. The big challenge is that there are so many awards and different versions of awards around the globe that it would be more powerful to have a smaller group of panels awarding bigger medals. This would allow the trade to implement a stronger marketing campaign. ▶ p34



Antalya is a key airport for Nuance Group



# Exhibitor round-up



## **Pommery Art Collection to showcase Aboriginal artist**

Champagne house Vranken Pommery Monopole continues its long-standing association with the contemporary art world at Cannes. It is showcasing the colourful work of two female artists, chosen for the company's latest quarter bottle-sized POP Art Collection.

The TFWA World Exhibition will mark the official launch of the next POP Art Collection, which features the work of Sarritta King, whose style is influenced by her Aboriginal culture and famous father, the painter William King.

Current POP Art Collection artist, Chilean-born Frederica Matta, sees her mythical designs on three new Pommery Ice Jackets, which will also be launched at the show.

Le Clos Pompadour is a more limited release from Pommery. The inspiration for this cuvée is an enclosed vineyard in the heart of the Pommery Estate. This new Champagne will only be available at a few high-profile travel retail outlets.

Commenting on the company's overall progress in duty free, Vranken Pommery Monopole duty free/travel retail & airlines manager Myriam Renard

said: "Historically Pommery has been the biggest brand within our portfolio in this channel and still is. However, it is with great satisfaction that we also saw the development of our other brands in the channel— Charles Lafite, Heidsieck Monopole, Demoiselle and Diamant," she noted.

## **Cooley to show off 18-year-old whiskies**

Ireland's only independent whiskey manufacturer, Cooley Distillery, will be releasing two new 18-year-old expressions at Cannes.

Kilbeggan 18 Year Old is the oldest whiskey yet released under the brand. It follows the Kilbeggan 15 Year Old, which won the Brown-Forman Trophy for Worldwide Whiskey of the Year in 2009. Kilbeggan 18 Year Old is limited to 4,000 bottles.

The second new product is Greenore 18 Year Old, the oldest single grain Irish whiskey ever released. Cooley hopes it will become a collector's item and claims the whiskey is an ideal choice for travel retail outlets.

**(Mediterranean Village, N17)**

## **New look Tullamore Dew gets Cannes reveal**

This year's Cannes show will be the stage for William Grant & Sons to relaunch the world's second best-selling Irish whiskey, Tullamore Dew.

A new bottle, marketing and advertising campaign form the basis of the new brand look and feel, but exact details are being kept under wraps until the show itself.

"We're really excited about the potential for Tullamore Dew and have great ambitions for the brand," said Ian Taylor, William Grant & Sons travel retail global marketing manager. "The new look will form the basis of our promotional activities moving

forward and we can promise some extremely innovative and engaging programmes."

Tullamore Dew will be sponsoring one of the show's regular social events, The Travel Retail Business Blues Night on Wednesday 21 September.

In other brand news, Glenfiddich will be unveiling a second 19-year-old travel retail exclusive expression hot on the heels of last year's Glenfiddich Age of Discovery. Glenfiddich Age of Discovery II has been matured in ex-bourbon casks, and is inspired by 19th-century American traders who shipped whiskey down the Mississippi River to supply New Orleans' burgeoning cocktail culture.

The Balvenie will be presenting batch three of its ultra-premium The Balvenie 40 Year Old, which is limited to 150 decanters. Another travel retail exclusive will be unveiled in The Balvenie Tun 1401, a combination of rare whiskies chosen by malt master David Stewart and married in Tun 1401 at The Balvenie distillery.

William Grant & Sons will be taking its largest ever dedicated sales team to Cannes this year.

## **B&G wines to embrace smartphone revolution**

Smartphone technology is rapidly becoming part of the commercial mainstream and a fact of business life recognised by even the oldest of companies, such as Barton & Guestier. At Cannes Bordeaux's oldest wine merchant will be exhibiting new smartphone-scannable back labels on its varietal wines.

When scanned by smartphones, the familiar square Quick Response (QR) barcodes take consumers to the company's website and information about the wine itself. To support the new labelling, promotional neck



hangers invite customers to turn the bottle and scan the QR Code.

As for new wines, Barton & Guestier will be releasing Charmes de Magnol Bordeaux Blanc, a blend of two famous Bordeaux varieties—Sauvignon Blanc (80%) and Sémillon (20%).

Charmes de Magnol Bordeaux Blanc has a recommended retail price of €9.90 (£8.61). It joins two other wines in the de Magnol range: Les Charmes de Magnol Médoc and Les Charmes de Magnol Bordeaux Rosé.

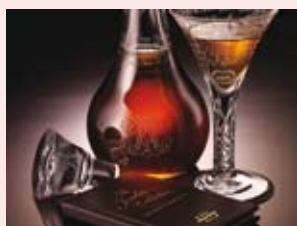
With annual global sales of 10 million bottles, Barton & Guestier's travel retail distribution list includes DFS Group, Gebr. Heinemann, International Shoppes, Dufry Brazil and Belgian Sky Shops.

**(Yellow Village, D42)**

## Drambuie to unveil ultra-premium travel retail exclusive

Scotch whisky liqueur Drambuie is set to bring out its third travel retail exclusive in as many years at this month's Cannes show.

The ultra-premium Drambuie Jacobite contains a blend of rare whiskies, aged a minimum of 45 years, and is limited to 50 decanters priced



in excess of £3,000 each. The first of Drambuie's three travel retail exclusives was the super-premium The Royal Legacy of 1745, released in 2009, followed by the Drambuie 15, launched a year later.

"Drambuie Jacobite is inspired by the founding father of Drambuie, Bonnie Prince Charlie, and the uprising he led in 1745," said Drambuie regional manager global travel retail India, Middle East & Africa Will Birkin. "The period was famous for its 'Amen' crystal with exceptionally detailed Jacobite engravings. We have recreated those elements in a solid oak gift box containing a glass, a decanter, a solid brass stopper and a 32-page booklet written by whisky expert Ian Buxton."

Birkin added that Drambuie had had a great year in travel retail in 2011 with Drambuie 15 driving the brand's value growth. "We have seen no cannibalisation effect [on the core Drambuie brand] whatsoever where we dual list the products. The global average rate of sale of Drambuie 15 as a percentage of Drambuie where both products are listed is 16%. This is a figure we are delighted with seeing as we haven't done any price promotional activity with Drambuie 15 yet."

**(Riviera Village, RF9)**

## Underberg gift tin celebrates brand heritage

German bitters brand Underberg is celebrating its 165th anniversary at the TFWA World Exhibition

this year. To mark the occasion the company has broken the long-standing tradition of its annual cuisine-inspired gift tin to release a unique anniversary tin. On the sides of the tin crucial elements in the Underberg story are depicted. They include Hubert Underberg, the brand founder; his grandson Emil, who invented the drink's famous portion-sized, paper-wrapped bottle; the Underberg tall glass invented by Hubert, and the still secret *Semper idem* production process.

The company will also be showcasing its German Asbach 3 Year Old brandy, as well as a new line extension, Loreley – Riesling Shot, a 19% abv mix of Asbach Uralt and Riesling-Auslese wine, which is available to duty free customers in 50cl bottles.

Lastly, Mexico is synonymous with tequila and chillies and Underberg brings these two famous exports together in Silla El Fuerte, a 19% abv chilli-flavoured tequila liqueur, which is available in 70cl bottles only.

Underberg will also be unveiling new packaging for its strawberry-flavoured liqueur line XUXU and its Polish vodka, Grasovka – Premium Zubrovka.

**(Red Village, K19)**



## Camus picks new brand identity for Calvados Berneroy

Camus Wines & Spirits will be presenting a new look for its Calvados Berneroy range.

The changes to the bottle design are intended to inject a degree of modernity into what is essentially a traditional product.

With the aim of expanding the brand's appeal to new export markets, further visual cues focusing on the spirit's provenance have been added such as an



embossed apple on the bottle shoulder, as well as apples on the bottle label and logo.

Camus reports that overall global sales of Calvados Berneroy have more than doubled in the year ending June 2011.

Calvados Berneroy is available in three qualities: Fine (oak aged for a minimum of two years), VSOP (oak aged for a minimum of four years) and XO (oak aged for a minimum of six years).

Distributor Camus supports Calvados Berneroy with apple-themed display visuals, and POS communication, as well as in-store tastings and promotions.

**(Blue Village, F11)**

## Behn to present honey liqueur at Cannes

Premium tequila has been in a growth phase for several years now in travel retail and German liqueur producer Waldemar Behn is poised to take advantage of the trend with its new Tujador Yucatan Honey Liqueur.

The 33.5% abv liqueur, which contains more than 35% Yucatan honey and 25% premium tequila, can be served mixed in cocktails, used in recipes or even be drunk with milk. It is priced in travel retail at €14.50 (£12.60) for a 50cl bottle.

Behn, whose main brand in travel retail is Dooley's Toffee Liqueur, managed to maintain sales and profits within the channel in 2010, according to export director Philippe Biais. "In 2011, year-to-date figures are showing an overall increase by 3%. "Duty free and travel retail sales are very stable," he noted.

**(Yellow Village, D34)**



## A de Fussigny extends range with XO 24 Carats

Cognac house A de Fussigny will be launching a cognac at the exhibition.

XO 24 Carats is a 43% abv cognac made entirely from Grande Champagne eaux-de-vie with a suggested retail price point of €150 (£130.50) for a 70cl bottle. It is presented in a golden-topped decanter and an embossed gold and red gift box. XO 24 Carats completes the A de Fussigny range, which includes Selection, Supérieur, Fine Champagne and XO Fine Champagne.

Founded in 1814 by Italian merchant Alfonso de Fussini, the A de Fussigny brand is now owned by Cognac Ferrand founder Jean-Dominique Andreu.

**(Red Village, K21)**





## Barry Global bangs the drum for lightweight wine bottle

The wine sector in travel retail has been moving upmarket in recent years with retailers sourcing higher-priced premium and vintage wines. However, Barry Global Innovations will be at Cannes this month banging the drum for a different, more inclusive approach to the sector.

The Irish company is the worldwide travel retail agent for Paul Sapin Wines, the French developer and producer of MLP bottles, which are 100% recyclable and are claimed to have twice the shelf life of PET bottles. MLP bottles are also lighter than traditional glass – two MLP bottles weigh the same as three glass bottles.

Since the MLP by Paul Sapin range was launched last October at Cannes the wines have picked up travel retail listings with major operators such as Lotte Duty Free, Dufry, Aelia and Aer Rianta International (ARI).

At Cannes this year BGI will be exhibiting a new range of 18.75cl wines from Australia (The Rocks), Italy (Guiliana), South Africa (Hout Bay), France (Vin de Pays varietal range), New Zealand (Ta Moko) and Chile (Casa Santa Maria).

"In airports worldwide passengers have enjoyed the benefits that this lightweight bottle has to offer," said BGI head of travel retail Barry Geoghegan. "Passengers realise it is now the same weight to carry three bottles of MLP as it is the equivalent of two bottles of wine in glass.

"Those passengers who are flying to the sun are



## LIGHTEN YOUR HOLIDAY SHOPPING

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delighted that MLP can be consumed by the pool or on the beach," he added. "We have observed passengers purchasing the MLP for hiking, boating, barbecues, sports events and music festivals.

"The biggest positive of all for travel retailers is that MLP has not cannibalised any existing wine sales at airports, border stores and port shops,"

he continued. "The consumer who wishes to buy MLP is a completely different profile of passenger who was unlikely to purchase any liquor at all in a duty free before MLP was created. This means penetration and, more importantly, conversion rates will increase when MLP is listed."

(Blue Village, H17)

## Peller Estates in the pink with new cuvée

Peller Estates Icewines will be launching its Peller Estates Ice Cuvée Rosé.

The sparkling wine is made from a blend of Chardonnay, Pinot Noir and Cabernet Franc plus a dosage of Canadian icewine. It is the best-selling wine at the Peller Estates Winery in Ontario, Canada, and has recently won gold medals at the All Canadian Wine Championships and the Ontario Wine Awards.

Peller Estates Ice Cuvée Rosé will be priced in travel retail at around £23 per bottle, and has already been listed across P&O Cruises' fleet.

(Blue Village, G19)

## Beam unveils Laphroaig exclusive

The rich, sweet, treacly flavour of Pedro Ximenez (PX) sherry is a key component of the new Laphroaig travel retail exclusive expression, which Beam Global Spirits & Wine will be showing.

Laphroaig PX Cask is the first whisky from the Islay distillery to have been matured in PX sherry casks. It replaces the previous travel retail exclusive Laphroaig Triple Wood, now set for a wider domestic market roll out.

Laphroaig PX Cask will be available exclusively

in European travel retail from this month, and Beam plans to create consumer interest in the release by targeting the Friends of Laphroaig, an online community of some 450,000 Laphroaig fans.

Beam Global will also be launching the long-awaited line extension of one of India and Brazil's most popular scotch whisky brands, Teacher's. Available in the Indian domestic market since July, Teacher's Origin is part of the brand's long-term ambition to create a family of expressions.

Origin is double matured, the second maturation being in nineteenth century-style quarter casks. Boasting a high 65% malt content, Teacher's Origin contains 30 different malts aged between five and 12 years old.

Bourbon is one of the sub-categories travel retail buyers tip to do well in the coming years and market leader Jim Beam is set to capitalise on the trend with the duty free



release in Cannes of Devil's Cut.

The 'Devil's Cut' in question is the bourbon left trapped in the oak cask after it has been drained. Jim Beam has found a way to extract this spirit and has added mature bourbon to it, bottling the result at 45% abv. To reinforce its premium credentials Devil's Cut features the same shaped bottle as Jim Beam Black.

According to the latest International Wine & Spirit Research figures, Jim Beam and Jim Beam Black saw duty free sales grow 21% and 28% respectively last year, outperforming the overall US whiskey category, which grew 13%.

(Green Village, M53)

## Diamonds are Bottega's best friend

Family-owned Italian wine and spirits producer Distilleria Bottega will launch a luxury sparkling wine in a crystal diamond-decorated bottle.

Bottega Diamond is made from Pinot Noir grown in Pavese, Lombardy.

Amarone Prêt-à-Porter is another release from Bottega in a collaboration with fashion designer Denise Focil. The bottle features a white leather label framed by the designer's signature metal studs.

(Yellow Village, A17)



# Arc of triumph

**Liquor sales are booming at France's largest airport, with wealthy passengers from mainland China and Russia driving growth. Joe Bates talks to Aelia head of buying for alcohol, tobacco, confectionery & gastronomy Françoise Flament**

**F**ragrance and cosmetics rule supreme in the many bustling shops and boutiques of Paris Charles de Gaulle (CDG) airport. It is hardly a surprise. We are talking, after all, about the largest international airport of the country, which gave the world Chanel No 5.

However, wines and spirits – Paris CDG's next largest travel retail profit generator – are not doing too badly either. In fact, it is fair to say the category is back in rude health with year-to-date sales up a healthy 15%, according to shop operator Aelia.

It wasn't always such a rosy picture. A couple of years ago, at the height of the global credit crunch, Aelia had to cut its liquor prices in an effort to stimulate sales, but by mid-2010 the business had begun to recover. This revival has gathered pace in 2011, driven by a combination of high-spending Russian and Chinese passengers, as well as high-profile promotions and exclusive product launches with key suppliers.

Average spend per passenger on wine and spirits at Paris CDG was up 10% to €46 (£40) over the first half of this year, well ahead of the 4% passenger growth. Wine, a traditionally strong area for Aelia, is up 18% in the year to date with champagne (16%) showing strongly too. However, it is cognac that is clearly the standout sub-category with sales up 25% as Russian and Chinese travellers seek out the higher-priced marques.

Employing more than 2,000 people and with annual sales of €681m (£592.3m), Aelia is part of the larger LS travel retail store network, which in turn is owned by the French-based multinational conglomerate Lagardère Services group. Aelia operates 13 liquor and tobacco outlets and 54 multi-category travel retail shops at Paris CDG in a joint-venture partnership with Aéroports de Paris (AdP). The most recent high-profile initiative the Société de Distribution Aéroportuaire (SDA) partnership has taken is to roll out a new umbrella retail brand, Buy Paris Buy Duty Free at its stores both at Paris CDG and neighbouring Paris Orly airport.

## **Innovative approach**

The SDA set-up is a fairly unusual arrangement for the airport travel retail business. The more typical model is that of airport landlord and travel retail tenant – a notoriously fraught relationship, which sparks some of the travel retail industry's most heated debates. For Aelia head of buying for alcohol, tobacco, confectionery & gastronomy Françoise Flament the SDA joint venture does have distinct advantages over the old business model – not least the longer-term contracts, which allow SDA to invest more heavily in unique store concepts.

“And as a partner of the airport we are very much involved in the planning for future terminals,” she adds. “This



**Françoise Flament: “To enhance Chinese travellers’ shopping experiences and to make them feel comfortable in our stores so they spend more, we offer a high level of customer service”**

has allowed us to combine our expertise as a retailer with AdP's expertise in airport management to create a more engaging retail environment that entices the customers to more spend more in our stores.”

Away from the French capital, Aelia operates airport stores across France, the most important for liquor being Marseille and Nice. And now trading under the LS travel retail EMEA banner outside France, the travel retailer has

# TWFA World Exhibition

been fast expanding into other European countries such as Poland, the UK, Ireland, the Czech Republic and Spain. Notable concessions include Warsaw, London City and Prague airports, as well as the on-board retail contract for Irish Ferries.

The expansion into eastern Europe in Poland and the Czech Republic has helped Aelia buck the industry trend in recent years to grow liquor's contribution to the overall product mix to 16% (liquor sales are proportionately higher in this part of the world). Nevertheless, Paris CDG remains by far the retailer's most important location for spirits and wine sales and, according to Flament, what makes the airport such a hotspot for premium liquor sales at present is the high number of travellers from emerging markets passing through.

Flament reveals that, after the mainland Chinese, Hong Kong residents, Brazilians, Vietnamese, Japanese and Russian travellers are the biggest spenders on liquor at Paris CDG. Cognac is the most popular spirit with the Chinese and Russians, while Brazilians have been quick to get behind the recently launched Johnnie Walker Double Black whisky. Meanwhile, cognacs and ultra-premium blended whiskies such as Royal Salute and Johnnie Walker Blue Label King George V Edition are the tipple of choice for the Vietnamese.

It is not unusual for the Chinese nouveau riche to spend huge sums of money on vintage grands cru wines and rare spirits. Indeed, in 2008 a Chinese passenger set a sales record at the airport, blowing more than €46,000 (£40,000) on a shopping cart, which included famous wines such as Lafite Rothschild 1947, Pétrus 1986 and Haut Brion 1958. Unsurprisingly, Flament says, Aelia does everything it can to ensure this lucrative group feels at home while in the stores.

"To enhance Chinese travellers' shopping experiences and to make them feel comfortable in our stores so they spend more, we offer a high level of customer service," she explains. "We make sure we have Chinese-speaking sales advisers in the terminals through which Chinese customers tend to travel. Our trained sales advisers wear badges indicating the languages they speak to reassure the customers and help facilitate interaction."

Aelia has long prided itself on the close partnerships it has forged with key suppliers over the years. The longest-serving member of the liquor buying

team is Philippe Lanusse, senior buyer wines, cigars and liquors, who has been at the company since 1997. He has built up close ties with French winemakers, persuading companies such as top Burgundy producer Bouchard to create exclusive wine ranges for Aelia. He has also worked with scotch whisky distillers to create exclusive single malt expressions from brands such as Glenfiddich, Aberlour, Laphroaig and The Balvenie.

One of the most successful recent exclusive launches at Paris CDG was done in partnership with Rémy Cointreau Global Travel last year when two vintage Charles Heidsieck champagnes were showcased: Charles Heidsieck Vintage Magnum 1979 and Charles Heidsieck Champagne Charlie 1981. With a high-profile display in the retailer's Grand Cru Cellars, both champagnes proved a huge success.

## Hot topic

One of the most topical issues within the airport travel retail liquor business is the vexed one of high-profile liquor promotions. They are widely regarded as the key to unlocking the sector's untapped potential by converting more passing travellers into paying punters, but they are expensive to stage, especially if only one party is footing the bill.

Flament says Aelia is a paid-up supporter of the so-called Trinity concept where the three key stakeholders of the business – airport authorities, retailers and suppliers – put their hands in their pockets to fund large-scale promotions to drive up sales. "We do share in the cost of staging large-scale promotions," she insists.

"We are fully committed to the Trinity approach and work with airports and brands alike for mutual benefit," she adds.

"Retail space at airports is exclusive and our customers are sophisticated and demanding so we need to make sure we work hand-in-hand with all our partners (airports and suppliers) to satisfy these customers and increase the spend per passenger in the airports in which we operate."

One of the most high-profile liquor promotions



recently at Paris CDG was the Louis XIII Kingdom Project, which made its debut at the airport last year. The ultra-premium cognac took centre stage at the airport with dedicated windows and floor displays and coordinated merchandising in every liquor store. The displays took in the full Louis XIII range: Louis XIII 5cl, Louis

XIII 70cl, Louis XIII Magnum 1.5-litre and Louis XIII Rare Cask 70cl, complete with supporting educational literature in Chinese, French, Russian and English.

For Flament, the Kingdom Project ticked all the right boxes: investment to ensure high visibility in-store, challenging staff to drive sales and improve their product knowledge, as well as targeting the highest-spending customer groups.

## High profile

More recent high-profile launches and promotions at Paris CDG during 2011 have included the travel retail exclusive Absolut Flavour of the Tropics; the retro-feel Veuve Clicquot Fridge, a 1950s-style fridge-shaped cool box, which came complete with ice bucket, glasses, appetiser and an ice stopper; and The World Class Collection, a pop-up shop on the passenger concourse, which showcased Diageo's Reserve Brands portfolio.

In addition, this month sees the arrival of Glenfiddich 50 Year Old at the airport, a coup for Aelia and testament to a close and long-standing relationship between the retailer and brand owner William Grant & Sons. Only eight bottles of this rare single malt have been allocated to travel retail, and the whisky will understandably be given pride of place in Aelia's Terminal 2F2 liquor store.

As rare as the Glenfiddich whisky might be, however, it is unlikely to be the last collectible spirit to land on the shelves at

Paris CDG. One of the sales trends Flament and the Aelia buying team have noticed since the recovery began last year is a steady increase in demand for iconic wines and high-end spirits.

Premiumisation, it would seem, is alive and well at France's largest airport, and Aelia is determined to exploit it to the full for as long as it lasts.





# Old favourite steers new course

The new owners of Cutty Sark pledge £100 million investment in this legendary brand. **Ian Buxton**, author of *101 Whiskies To Try Before You Die*, sailed close to the process



Jason Craig: Taking Cutty Sark back to its roots

A legend in the Prohibition era; the first million-case scotch whisky; and a long-time brand leader in the US, Cutty Sark comes with a long and glorious heritage. But despite that, and the fact it remains one of the world's top 10 blended scotch whiskies, even the most fervent admirer of this light, easy-drinking blend could hardly deny that its glory days lie mainly in the past.

Until now that is. Originally launched in 1923 by Berry Bros & Rudd, Cutty Sark had remained in its ownership until last year. Then, in a complex swap of assets, the brand was sold in April 2010 to its long-standing blenders and suppliers of whisky, The Edrington Group, which also owns The Famous Grouse and several notable single malts.

The new owners plan to spend more than £100 million on the brand over the next five years, including a new deluxe range with aged blends of Cutty Sark, a full packaging update and an expanded distribution plan that sees the brand enter new markets such as global travel retail, South Africa, Russia, Turkey and Brazil, as well as returning to several other markets including the UK.

The first evidence of the relaunch will be seen at TFWA Cannes with the release of new packaging.

Jason Craig, global brand controller, told *Drinks International* the consumer will start to see evidence of the restyling from this autumn. Domestic markets will have a variant on the new look.

"We're taking Cutty Sark back to its roots and reminding the consumer of the classic design cues that served the brand so well for the first 60 years of its life," said Craig "and making the clipper icon once



again the main visual feature. Distribution will be rapidly expanded based around the Edrington network, with above the line activity in key markets" he added. "There are more new products coming from April next year, including some exciting special editions grounded in the brand's history and heritage."

A global communications agency has just been appointed and next month will see the release of a hardback book charting the history of the brand, with contributions from 10 world-leading spirits writers.

"We've always been confident in the liquid: this is whisky from the house that brings The Macallan, Highland Park and The Famous Grouse to the world," remarked Craig.

"Now our packaging, price and promotion will live up to the product and its heritage." **DI**





### GOLD WINNERS

**Most Creative Marketing  
Concept/Travel Retail In Store  
Promotion**

**Captain Morgan on the Rocks** – Diageo

**Best Presentation Box/Gift Box**

**Johnnie Walker Blue Label Greg Norman  
Limited Edition** – Diageo

### SILVER WINNERS

**Best Drinks Launch at TFWA  
Cannes 2011**

**The Jacobite Collection: The Spirit of  
the '45** – Drambuie

**Bacardi Oakheart** – Bacardi GTR

**Best Luxury Drinks Brand  
of the Year**

**The Jacobite Collection: The Spirit of  
the '45** – Drambuie

**Baron Otard Fortis et Fils cognac**

–Bacardi GTR

**Shui Jing Fang Chinese white spirit**  
–Diageo

**Best Drinks Launch of the Year**

**Jim Beam Red Stag** – Beam Travel Retail

**The Glenlivet Master Distiller's**

**Reserve** – Pernod Ricard

**Bacardi Oakheart** – Bacardi GTR

**Best Packaging/Repackaging of  
a Drinks Brand**

**Johnnie Walker Blue Label** – Diageo

**Amarone Prêt-A-Porter** – Distilleria Bottega

**Old Pulteney WK209** – Inver House Distillers

**Baron Otard Fortis et Fils cognac**

–Bacardi GTR

**Glenfiddich 21 Year Old** – William Grant  
& Sons

**Dewar's Blended Scotch Whisky** –

Bacardi GTR

**Havana Club Seleccion de Maestros**

– Nude Brand Consulting

**Best Presentation Box**

**Glenfiddich Age of Discovery** – William  
Grant & Sons

**Maker's Mark** – Beam Travel Retail

**Johnnie Walker Blue Label Jasper**

**Goodall Limited Edition** – Diageo

**Bombay Sapphire Limited Edition** –

Webb deVlam/Bacardi GTR

**The Jacobite Collection: The Spirit of  
the '45** – Drambuie

# Travellers' best

Here we round up the winners of *Drinks International's* annual Travel Retail Awards. The ultimate Trophy winners from each category will be announced at the awards evening at the Bay Restaurant, Palais des Festivals et des Congrès, in Cannes on September 20





Captain Morgan on the Rocks

## SILVER WINNERS

### Most Creative Marketing Concept/Travel Retail In Store Promotion

Johnnie Walker Step Inside the Circuit at  
Schiphol - Diageo

The Reserve World Class House (London  
Heathrow Terminal 5, BA Business  
Lounge) - Diageo

42 Below: Air-42 - Bacardi GTR  
Dewar's World of Discovery - Bacardi  
GTR

Old Pulteney WK209 - Inver House Distillers  
Elit T5 Bar - SPI Group

### Supreme Travel Retail Champions & Operator Awards

I'm afraid you will have to come to our  
Travel Retail Awards evening on Tuesday  
September 20 at TFWA Cannes or read  
about it in a forthcoming issue of Drinks  
International.



## The judges (l-r)

Joe Bates, *Drinks International's* travel retail correspondent

Neil Towns, head of buying, P&O Ferries

Christian Davis, editor, *Drinks International*

Peter Ayling, ex-Allied Domecq and now a travel retail  
consultant



# Fun, gifted & packed

**Luxury packaged spirits have long been a staple gift. But, discovers **Christian Davis**, neither the gifts nor the giving are simple**

**G**iving a gift used to be simple. You bought someone something useful, interesting or thoughtful and the recipient would be duly pleased and grateful. But times have changed. A gift is defined by Wikipedia as the transfer of something without the expectation of receiving something in return. Well, that concept is out of date in many instances. Gifts given in business present a real minefield. There are subtle shades of grey between a friendly offering, a quiet inducement and a bribe or bung. The oft cited example of the minefield gifting has become is Japan, where a strict code of conduct means if you give a bottle of the finest malt whisky to a middle manager you can embarrass him. Give a bog-standard blend to the company president and you may as well take the next flight home.

With all of this, the word 'gift' has morphed into a verb as the opportunity has been identified commercially. And, of course, things have a certain giftability. It's true one does get unwanted gifts, so now we also have regifting. In the US, the Thursday before Christmas (December 15 this year) is National Regifting Day – an opportunity to pass on an unwanted gift. There is even an etiquette to regifting, including: rewrapping the gift; not using it beforehand (do you really need to be told that?); and not giving it back to the original gift giver. It is regarded as poor form to regift in lieu of making a purchase.



So where does that leave the alcoholic drinks industry? As far as luxury premium spirits and wines go, in a good place. As the vast majority in the so-called civilised or commercialised world either drink or provide hospitality, giving or receiving a gift of something pleasant to drink is broadly welcomed.

Paul Foulkes-Arellano, client services director of design consultants Seymourpowell and chairman of judges for the International Spirits Challenge's Design & Packaging awards, says: "Every, anything goes in gift packaging. Carbon footprint, eco-friendly – when it comes to gift packaging the consumers throw that out of the window. Any consideration for the environment comes last.

"Also, the price point," he adds. "It is

**Above: Drumbie's Jacobite Collection ticks all the right boxes**

**Right: Elements 8 should do well in Japan**

**Below: Jasper Goodall doesn't quite hit the spot**



just a different set of criteria."

Asked about trends, he responds: "It's moving all the time. Everyone has to try to keep up. You get some bizarre, complex configurations."

Foulkes-Arellano pays tribute to the dark spirits producers, particularly cognac and especially scotch. "They are taking it to the next level. There is lots of work being done. It's incredible."

As Foulkes-Arellano says, there is so much going on it is difficult

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# Packaging

to discern trends other than onward or upward. It is probably fair to generalise that, in Europe, styles are more understated whereas in other regions they are more elaborate.

“Every market has its own codes, trends and tendencies,” says Foulkes-Arellano. “The Asian markets are complex and lots of people are targeting China, but you have to understand individual markets.”

With China, most people know by now – don’t they? – that the colour red is good for gifts and anything with the figure eight is regarded as lucky. These lucky numbers, which also include six and nine, are based on words that sound similar to other Chinese words and in these cases words that have positive meanings. So brands such as Elements 8 super-premium St Lucian rum should be laughing in China.

*Drinks International* recently judged its Travel Retail Awards prior to presenting trophies and medals to the winners at the Tax Free World Association exhibition in Cannes. One of the categories is Best Presentation/Gift Box.

## Inmissable opportunity

The opportunity to pick the judges’ brains as they cogitated over which should win what was not to be missed (see pages 48/49 for the medal winners).

The judges could not fail to be impressed with Drambuie’s The Jacobite Collection – the Spirit of ’45. The company has been making impressive efforts to get consumers to think of Drambuie as a ‘serious spirit’, along with whiskies and brandies. Joe Bates, *DI*’s travel retail specialist writer, says: “The Jacobite Collection is an interesting attempt to take Drambuie out of the liqueurs category. You cannot fault them for that.”

He also likes Glenfiddich’s Age of Discovery range of “highly giftable GTR (global travel retail) exclusives, intended to showcase the pioneering spirit of Glenfiddich”. The second in the series will be unveiled



**U'Luvka and Maker's Mark's presentation efforts left judges a little baffled, but Glenfiddich (below) is seen as 'highly giftable'**



at TFWA Cannes as a GTR exclusive. Bates says: “I liked the concept of taking consumers on a voyage.”

Neil Towns, head of buying for P&O Ferries, also likes it. “It (the packaging) is trying to tell a story. There is only a finite number of products, but whisky has so many slight variations. The challenge is trying to be different from another. A square box or a round tube?”

Maker's Mark's Skyline packs engender mixed feelings among the judges. They love the idea but are unsure of the execution. Described as “a new range of city-specific gift packs ... these packs satisfy a key traveller need by adding a souvenir element to the brand”. There is a set of 15 – six European cities, six US and three from Australia and New Zealand. Each carton features the recognisable skyline of that city with a Maker's Mark bottle inserted within it.

Towns summed it up: “They have done a great job with the postcard from San Francisco (idea), but if I were a marketer I do not think it does anything for the Maker's Mark brand.”

Bates agrees: “I like the idea of linking with a destination but I'm not sure what it does for Maker's Mark.”

When it comes to Johnnie Walker, the judges are pretty unanimous in their admiration for the Diageo marketing/brand development team. They think the repackaged Johnnie Walker Blue Label is very smart and like the Greg Norman Limited Edition. They are less enthusiastic about the Black Label Jasper Goodall Limited Edition but that is relative.

## Endorsements

Travel retail consultant Peter Ayling says: “Two endorsements: fashion and sport. Those who are collectors and looking for gifts will be behind these.”

Bates questions: “I do not know if people know who Jasper Goodall is? Whereas I think most know Greg Norman is a golfer and I imagine that will do well with golfers.

Towns muses: “Like Joe, I wonder: Who knows who Jasper Goodall is? And why Greg Norman (there is also a Greg Norman endorsed range of wines)? He was a great golfer but there are others. Will there be a Colin Montgomery limited edition? Tiger Woods?” The judges think not.

Turning to the Bombay Sapphire and the U'Luvka gift boxes, Ayling questions the practicalities of buying a metal attaché case or a large box containing a magnum of vodka and glasses. “I don't know how they are going to sell them. They'll need a specialist area and there is the question of portability.”

Most, if not all of the major packaging initiatives come from the brown spirits sector, mainly cognac and especially whisky. All that gins, most vodkas and other white spirits seem to get is a cardboard outer if they are lucky. Towns puts it down to the fact that most brown spirits are aged, so there is a story to tell. As a result, they sort of ‘deserve it’. Whereas white spirits are perceived as made and bottled in 24 hours so there is little to explain and therefore they do not justify elaborate packaging.

Towns puts it succinctly: “With the U'Luvka (magnum gift box) you are going to buy it and ‘burn it’ in a two-hour session with friends, so there is no need for that level of investment.”

So no discernible trends other than striving to come up with something new that is perceived as better. Forget about environmental considerations and, within reason, don't worry about price.

Sounds like a licence to print money. Now there's an idea for an outer. **DI**





# Age concerns

**As savvy marketers turn to age statements to align their blended scotch products with quality, consumers worldwide are waking up to the power of these malts.**

**Gavin D Smith reports**

**W**hen it comes to scotch whisky, single malts punch way above their weight in terms of media exposure.

The category still only accounts for some 10% of total scotch whisky sales, but that is certainly not apparent when reading specialist periodicals or browsing the 'drink' section of your local bookshop.

Single malts have claimed the elitist high ground; they are pure and have provenance. They are the pedigrees, while blended scotch whiskies are mere mongrels. The truth is, however, that blended scotch whisky at its very best is

at least the equal of fine single malt and, in some instances, far superior.

The past few years have seen 'aged' blends of 21 years and upwards being in increasing demand and a good place to start any exploration of the sector is with the Chivas Brothers portfolio, which embraces Ballantine's 21 and 30-year-olds, Royal Salute 21, and Chivas Regal 25-year-old.

Chivas Brothers, the scotch whisky subsidiary of Pernod Ricard, nailed its colours unequivocally to the mast in June of last year, when it initiated a high-profile campaign under the banner The Age Matters. Research had shown only a

**The island of Islay, the heavy whiskies of which are also being used in some blends now**

small percentage of consumers properly understood age statements on whisky labels, and Chivas' campaign was aimed at helping to address that issue.

Given its strength in depth when it comes to older whiskies, and particularly aged blends, it was hardly surprising that Chivas chose in marketing terms to equate 'age' with 'quality' in such a way. As Neil MacDonald, brand director for Royal Salute, explains: "Our organisational DNA is geared to producing blends with old age statements on them. We do 40-year forecasts."

What is slightly more surprising, however, is that the company's



## Scotch Blends



Ballantine's brand introduced 17 and 30-year-old expressions as far back as the 1930s. At that time, single malts barely registered on the radar and a blend was generally a creature of indeterminate age or, at the very oldest, 12.

### Unprecedented launch

According to Peter Moore, brand director for Ballantine's: "The launch of Ballantine's 17 and 30-year-olds was unprecedented then. They were introduced into Japan initially, and it meant we had first mover advantage in a number of Asian markets.

"We are the number one premium

scotch whisky in Asia, and our business is driven by the 21 and 30-year-old expressions. The presentation of our whiskies is understated – it's not showy. It's about the quality of the liquid in the bottle. I think that's partly why it appeals to the business community very strongly.

"Today, with Ballantine's 21 and 30-year-olds we are a big part of business entertaining in Asia, particularly in Korea. People want a prestige brand on the table and it is served in its bottle. Offering Ballantine's 21 or 30-year-old makes a strong statement about how you value the relationship between you and your colleagues, or you and your clients."

However, as Moore explains: "Not everyone wants the same luxury brand. Some want heritage and history, while others want something more overtly glamorous. For example, Royal Salute makes a big statement."

Ballantine's stable-mate Royal Salute is presented in a distinctive Wade ceramic decanter and, while the Ballantine's range begins with a no-age-statement expression and Chivas Regal starts at 12, the entry-level Royal Salute bottling is 21.

"Royal Salute begins where other blends end," declares brand director Neil MacDonald. "We go from our 21-year-old, which sells for around

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# Scotch Blends



\$100 dollars a bottle, up to Royal Salute 62 Gun Salute, which contains whiskies at least 40 years old and sells for between \$2,500 and \$3,000 dollars.”

He adds: “Royal Salute is particularly strong in Taiwan and Korea. In 2005 China took off and is now growing to be our second-biggest market after duty-free. There is a growing middle class with increasing income and levels of discernment are rising very fast.”

MacDonald notes: “Royal Salute projects a strong image of prestige, luxury and status. To an extent, Royal Salute and similar aged blended scotch whiskies are not just competing with other scotches but with various luxury goods brands and, in terms of drinks, particularly with cognacs. We are about finesse and elegance, softness and refinement, so we can be favourably compared with cognacs in the same age bracket.”

## Product status

It seems most drinkers of aged Ballantine’s expressions and Royal Salute are blended whisky drinkers rather than malt consumers out to try something a little different. As Ballantine’s Peter Moore puts it: “In many of the markets where our aged blends are strong, the market for single malts is less developed. Our consumers are into the status and age of the product. Most of them are buying top quality blends, not malts.”

Similarly, a high proportion of Chivas Regal 25-year-old consumers are confirmed luxury blend drinkers, and James Slack, Chivas Regal brand director, says: “With annual volume sales reaching 4.2 million nine-litre cases, it is clear that Chivas Regal is driving growth in the global super-premium whisky categories. In 2009/10 the brand’s net sales grew by more than 5%, faster than its volumes, which rose by just over 1%. Chivas Regal 25-year-old has seen particularly large growth in recent years; in 2009, despite a difficult economy, sales of that expression rose by 25%.”

While Chivas Brothers place great importance on the virtues of age statements on old blends, principal rival Diageo is content to challenge them in key markets with its Johnnie Walker Blue Label expression, which carries no age statement.

A Diageo spokesperson declares: “Age is just one of the indicators of quality. Maturation and blending skills, character spirit, careful wood selection and highly skilled and experienced blenders are also important.”

Like Ballantines, Royal Salute and Chivas Regal, Cutty Sark is

## Whyte & Mackay master blender Richard Paterson in action

another famous scotch whisky name offering an aged variant – in this case a 25-year-old expression. Whereas many aged blends major in relatively ‘young’ markets, particularly in Asia, Cutty Sark 25-year-old sells notably well in Greece, Japan and Portugal.

As global brand controller Jason Craig says: “These are fairly mature whisky markets. Greece and Portugal have a healthy deluxe market between standard blends and single malts, and have a consumer base which is keen to experiment and up-trade. Japan is the most mature and defined whisky market, with knowledgeable consumers who are connoisseur-like in their approach and seek the new and interesting.”

## Independent expertise

Despite the big names featured here so far, aged blends are not all about well-known brands, as evidenced by the existence of Isle of Skye 21 and 50-year-old blends, produced by Ian Macleod Distillers, and a 40-year-old variant of Duncan Taylor & Co’s Black Bull.

According to Iain Weir, director of marketing for Ian Macleod Distillers, independent bottlers and owners of Glengoyne distillery: “We wanted to extend the Isle of Skye range beyond eight and 12 years of age and we had the stocks available for a 21 and a 50-year-old. We wanted to continue to premiumise the range and

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## Scotch Blends

we also found increasing demand from developing markets such as Russia and some in Asia, both domestic and travel retail, for older, rarer, more luxurious blends.”

Weir echoes the sentiments of Chivas Brothers’ representatives when he says: “These markets are still predominantly premium blend rather than malt-driven and consumers are keen to expand beyond 12 years of age and enjoy rarity and luxury.”

### Unorthodox methods

While most aged blends are the result of careful selection of old malt and grain whiskies, blended together prior to bottling, Duncan Taylor’s revival of the old Black Bull name originated in a less orthodox manner.

As the Aberdeenshire-based independent bottler’s export sales director Mark Watt explains: “We started with a 30-year-old, which had actually been ‘blended at birth’ as it were, and had been sitting in three butts since the 1970s. Basically, they had just been forgotten about for 30 years. We were just lucky they hadn’t been sold. We sampled the whisky and thought it was fantastic.

“We have a lot of old whiskies in our stocks, including plenty of 40-year-old whiskies. We are famed for our single cask bottlings of old whiskies so, as stocks of the original 30-year-old became depleted, we decided to replace it with a 40-year-old version.

“We are talking small batches of maybe 1,200 bottles per batch, and each batch will have a similar style, but be created from a different mix of whiskies every time. We are always looking for a soft, delicate blend, with subtlety brought by the older whiskies.”

With the Black Bull 40-year-old, Duncan Taylor opted to increase the malt content from 50% to a remarkably high 90%, and Mark Watt explains: “Malts are very delicate at 40 years of age. The Invergordon grain we use is big and powerful and if we’d gone 50/50 grain and malt content then the malts would have been overpowered by the grain. But the grain is essential in that it holds everything together and adds a lovely sweetness.”

Not only is there a danger in aged blends of the malts being overwhelmed by more assertive old grains, but there is also the practical consideration of supply. As Gordon Motion – the master blender responsible for Cutty Sark 25-year-old –



notes: “Old grains are difficult to come by, as most of them are used at a young age. As such, old blends will usually have a high percentage of malt. Overall, there is less choice available as whiskies get older, so aged blends will be made from fewer whiskies. As such, it can be more difficult to create a balanced blend with limited options. Blenders must also be aware that older whiskies do not become overpowered by wood due to the length of maturation.”

### Strong player

Whyte & Mackay is another strong player in the aged blends category, offering whiskies at 22, 30 and 40 years of age, and the Glasgow-based distiller’s high-profile master blender Richard Paterson offers some interesting observations on the practicalities of creating aged blends.

Paterson says: “Most crucially, if you are going to produce truly old blends, you must have the stock. You have to be looking up to 40 years ahead. You’ve got to be able to guarantee future consistency.”

Paterson contends that: “Grains don’t improve much beyond 21, so the

malt content can be increased with older blends. Old malts have more character. For example, in Whyte & Mackay 40-year-old, the malt element has risen to 70%.

“When I’m putting together old blends I look for heavier whiskies, and even Islays. At 40, Islays have settled down and are not bold and brash. Instead of the usual 2% or 3% of Islay you might use in a standard blend, the Islay content can increase to as much as 15%, and it brings to the blend a certain warmth.”

According to Paterson: “Old whiskies are like old people. You don’t push them around, you treat them with respect. You don’t rush them. Ideally, I like to give old blends up to a year to marry together before bottling. I’m aiming for something distinguished, elegant and mellow. The flavour must be truly memorable. Old blends last longer on the palate than younger ones.”

Isle of Skye’s Iain Weir adds: “Older whiskies are different because a whisky may well have been distilled to a different spec 50 years ago than it is today – heavier peat influence and a ‘weightier’ spirit, for example.

“Also, decades in a cask can take similar spirit in very different directions. The cask can move the spirit in a herbal, soapy, woody, dry, tropical fruity or floral direction, or a combination of these.”

### Don’t add water!

When it comes to actually drinking aged blends, Richard Paterson says: “Don’t put water into 22, 30 and 40-year-old blends. Drink them straight. If you dilute them you erode all the wonderful flavours that have taken so long to be created.”

In conclusion, Neil MacDonald of Royal Salute comments: “As an industry, we haven’t got across to consumers the true value of aged whiskies. \$100 for a bottle of 21-year-old whisky is really good value.

“The challenge for the industry is to make age work well for us. Cognac is very good at stressing the rarity of the liquid, and I think we need to do more to make consumers aware of just how precious such old whiskies are.”

Meanwhile, Richard Paterson observes that: “First we had blends, with 12-year-old blends being considered premium, then single malts took over. I want single malt drinkers to discover the virtues of old blends. In my opinion, old blends are really still waiting to be discovered.” **DI**







# The road ahead

Appleton Estate

**Now rum has earned its stripes as a global spirit, will it continue on the party path or take a more serious route? Lucy Britner looks to some major players for the answer**

**R**um is all grown up and has the world at its feet. The category now stands like a college graduate, considering its options in the wake of Euromonitor figures which show global rum sales posted a total volume growth of almost 4% in 2010. This is a marked improvement on 2009 when sales grew by just 2%.

So which is the right path for the category? Should it stay at the party a little longer or is it time to settle down and be taken more seriously?

Maybe, like the liquid equivalent of a mullet hair cut (business up front and a party in the back), it is possible for the category to achieve both.

While some producers use cartoon pirates to front their brand, or launch

strawberry and mango flavours, others are calling for age declarations and suggesting themselves as alternatives to cognac and scotch. This is one of rum's greatest assets – it can be many things to many people. But, in an age where provenance and heritage rule, the many faces of rum can also confuse the consumer.

Angostura senior marketing manager Brian Woods says brands can't operate in both areas and talks of the differences between the two: "I actually think there is a very clear distinction here. The brands that position themselves in higher energy release 'need-states' tend to focus on the white/flavoured sub-categories. Those brands which focus on their aged portfolios are focused on the affiliation and wind down 'need-states'. So, I don't

think a brand can play in both areas."

But with 16 variants, Beam's Cruzan seems to be covering all the bases.

Kim Washington, Beam Global senior director, rums, says: "If a consumer prefers to use rum for fun, fruity cocktails such as Daiquiris or Mai Tais, they can choose one of the Cruzan flavours such as Strawberry or Mango. For the consumer who wants a sipping rum, Cruzan Single Barrel fits the bill. Our numerous offerings appeal to all rum drinkers and, as we continue to innovate, we expect to offer more new options for rum drinkers."

Appleton CEO Andy Holmes says he wants his brand to be "taken seriously – but not too seriously".

He says: "It comes down to the communication platform. It's

► p62



# Rum

about two things: product education, which is the serious aspect of it – it sews the seeds of the credentials and the appreciation of the product – and then it's about communication.”

Peter Martin, Appleton's regional manager for Europe, Middle East & Africa, adds: “We have the same credentials as scotch whisky and cognac – provenance, heritage and quality. Bring those together and you have quality. How you market that – in terms of fun, accessibility or go serious – is down to you. It's all there.

“Some of the other brands are fighting over heritage: ‘We're the Cuban brand,’ ‘No, we're the Cuban brand’ or ‘You can only have a Cuban rum in a Mojito.’

“While they are squabbling, it allows companies that are more serious in terms of intent, such as us, to take the higher ground. We know what we've got – quality, heritage, trademarks, provenance. We'll do our own thing. When you market a 21-year-old product. You have to be in it for the long game.”

## Age controversy

Age is a bone of contention in the rum industry. Yves Schladenhaufen, marketing director for Havana Club International, describes ageing as “a crucial topic”, adding: “The success of Havana Club has been based on an aged rum proposition. Our policy is clear: the age on the bottle refers to the youngest rum in the blend. As a result, Havana Club 3 Year Old sets the milestone within our range.”

Appleton's Holmes says producers need to be more responsible when it comes to age statements.

He says: “I think rum producers globally should take more care as to what numbers they put on bottles. The only thing they are doing is confusing the



consumer and, as a result, they are not helping the rum category progress. I'm a big, big believer in this. At Appleton, we're one of the few producers who can say that, at 12 years old, it is 12 years old minimum age.”

So does Holmes believe there should be tighter regulations when it comes to age statements? Such as in the scotch whisky industry, for example?

He says: “In simple terms, I'd say yes, but enforcing that is extremely difficult because you're multinational in terms of rum-producing countries. Are you going to get them all to agree? No.”

## Spice world

The other major winner for rum is the spiced sector and Bacardi is the most recent company to make a move into this sub-category.

The company has launched Oakheart, a blend of Bacardi Superior and Bacardi Gold, in the US, UK and travel retail.

The rum is mellowed in double-charred

## Havana Club's namesake city in Cuba

### Cruzan cocktail



barrels and spices include maple, cinnamon, nutmeg, honey, vanilla and caramel. Bacardi describes Oakheart as “slightly spiced with a hint of smokiness”. The 35% abv release is to retail for \$12.99 (75cl) in the US and £17.39 for 70cl in the UK.

Due to its abv, the product cannot officially be called rum in the UK. The technical term for it is ‘spirit drink’, as rum must be at least 37.5%abv. It is known as spiced rum in the US.

The brand will no doubt be hot on the heels of William Grant's Sailor Jerry and Diageo's Captain Morgan Spiced.

According to Sailor Jerry's UK distributor, First Drinks, the brand has grown by 18% MAT (value) in the UK off-trade and 4.9% MAT (value) in the on-trade. Spiced is not currently tracked separately to ‘golden rum’, though it makes up 72% of ‘golden rum’, and Sailor Jerry sits at number two in both the on and off-trades, second to Diageo's mighty Captain Morgan's spiced rum.

Diageo's Joey Bergstein, senior vice-president, global rums, says the versatility of rum has driven the success of the spiced sub-category. He adds: “Rum, as we know, is a highly mixable and versatile spirit, still most often drunk with cola or with fruit juices. It also remains at the heart of some of the world's classic cocktails – the Mojito and the Daiquiri.”

Bergstein says that, through the 1980s and 90s, Diageo “reframed” the category with Captain Morgan Original Spiced – designed for rum and cola.

He continues: “As the category developed in both local and imported markets since then, we continued to see rum broaden, with a number of new spiced rums (flavoured rums) ▶ p65



## Rumfest 2011

This year the organisers of RumFest – the annual show in London – have added a trade day for new boutique rum and cachaça brands. The Boutique RumFest will be on Friday October 14 from noon-9pm. The target audience will be wholesalers, distributors, spirit buyers, bar professionals and importers from all over Europe.

Confirmed seminars, tastings and samplings include: Montanya Rum (Colorado), Ron Santa fe (Columbia), Ron Hispanola (Dominican Republic), Atlantico (Dominican Rep), Brugal 1888 (Dominican Rep), Mount Gay Black (Barbados), St Nicholas Abbey (Barbados), Chairman's 1873 & Forgotten Cask (St. Lucia), Bacardi Heritage 1909 (Mexico), Diplomatico Ambassador Rum (Venezuela), Rum Fire (Jamaica), Ron de Jeremy (Panama).

### UK RumFest, October 15-16 2011, 12-6pm

The show features tastings, seminars, the Golden Rum Barrel Awards, a Tiki bartender competition and a tropical food market. See [rumfest.co.uk](http://rumfest.co.uk) for more information.

being launched.

“Of late, spiced rum activity has increased, with more companies testing the space. We too are innovating in Captain Morgan spiced rum in the US and Austria, as part of a general trend which will fuel growth for the brand and drive more premium segments in rum as established consumers trade up.”

Cruzan launched Cruzan 9 in the US in July 2010. Cruzan aged rum is the base, and it is enhanced with nine spices: vanilla, nutmeg, cinnamon, ginger, cloves, mace, allspice, pepper and juniper berry.

Even companies that don't currently have a spiced rum in their portfolio are eyeing the opportunities available.

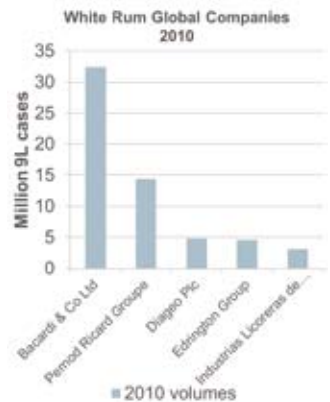
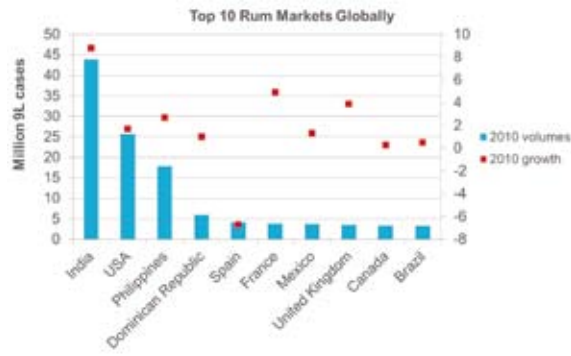
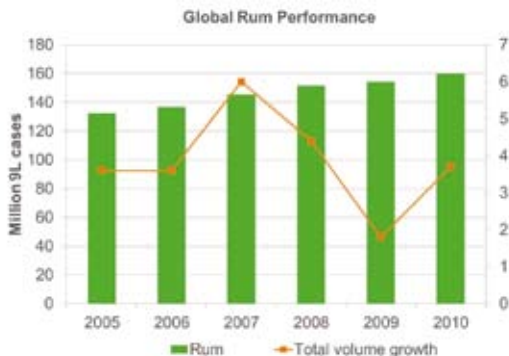
Angostura's Brian Woods says: “We're monitoring the success of spiced rum very closely – we have no plans to do anything at the moment because Angostura has built a world-class reputation as a premium aged rum producer. That said,

we never say ‘never’.”

And given that the company already produces spiced rum The Kraken, on behalf of Proximo Spirits, at its Trinidad distillery, it certainly has the know-how.

Pernod Ricard's Havana Club, however, says it would not consider adding a spiced rum to its brand portfolio. Schladerhufen gives a very firm response: “No, we are not planning to launch any flavoured or spiced rums. Our focus is aged rum.”

As David Longfield suggests in our coverage of the ISC rum judging (p20), the many faces of the category make for a lively conversation and, whether you're sipping aged rum after dinner or enjoying a can of pre-mixed spiced rum and cola, one thing's for sure – you're not alone. **DI**



Global rum sales posted a total volume growth of almost 4% in 2010 – a marked improvement on 2009 when sales grew by just 2%.

This was caused by the recession, which slowed down sales of rum in many eastern European markets, but certain markets in rum's native Latin America also suffered in 2009 as the recession took hold. All these countries have seen a marked improvement in 2010 as markets started to recover.

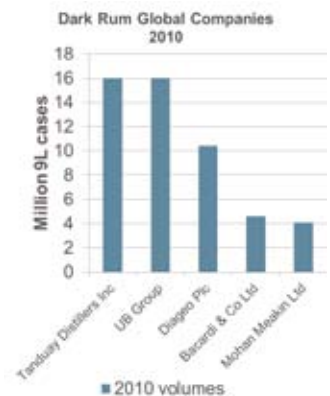
Euromonitor International anticipates a 4% total volume CAGR for global rum sales over 2010-2015, broken down into a 1.3% increase for white rum and a 4% increase for dark rum.

With premiumisation no longer being the primary driver for growth in developed and financially challenged economies, and with

barriers to overcome in revamping rum's image in emerging markets, the category may hold potential, although it is by no means comparable with or about to replace vodka, with vodka volumes being more than twice as high as those of rum globally.

Extending the spectrum of offerings to include lower-end variants, along with brands that command a genuine story to justify their premium positioning and price, will become key in maintaining audiences in the struggling markets of western Europe and North America.

Conversely, investment in promotional and advertising campaigns in emerging markets with a long history of rum consumption and embedded perceptions regarding its commodity nature will become increasingly important.





**Champagne houses are starting to see happier times ahead as the economic climate lifts. Hamish Smith reports**



Champagne's Vallée de la Marne

# Fortunes on the rise

**P**erhaps more than most categories, champagne's fortunes are entwined with the economic climate. After a fire-fighting performance by the category in the turbulent 2010, negative growth was almost arrested, with sales stabilising at 0.2% down on 2009 (Euromonitor International). But, much like some of the world's recession-hit economies in 2011, champagne brands are starting to whisper about happier times ahead.

"It seems like champagne is on a good path after two difficult years," says Lionel Breton, chairman and CEO of Martell Mumm Perrier- Jouët, part of Pernod Ricard. "However, we have to stay humble since champagne consumption is much linked to the expectation of the economic situation, and August has delivered some bad news on this."

The category forecast for 2010-2015 is one of sober optimism, with 1.5% growth expected over the five-year period (Euromonitor). But, with a focus on 'adding value' and diversifying the offering, particularly in the off-trade, brands are hoping to accelerate the trend.

## Growth in 2011

According to Pernod Ricard's annual internal results, Mumm and Perrier- Jouët are two brands that are on the up, with growth recorded in the year from July 2010 to June 2011.

Mumm, the world's number three brand in 2010 (Euromonitor), saw 6% volume and 7% value growth in the period, while the group's smaller 'prestige cuvée', Perrier- Jouët, is said to have grown 14% by volume and 17% by value. Both brands can point to resilient performances in Europe and ground gained in Asia.

At Lanson, which this summer introduced its Noble Cuvée Blanc de Blancs 1999, the number one export market is the UK, which is growing along with Germany and US, says the brand. Although there is a concession at Lanson that current sales are not yet at pre-recession levels, the company says its recovery is underway in all markets, bar the Netherlands.

"Since the recession there has been a clear recovery in the premium brands, with these brands even being able to put through moderate price increases," says Paul Beavis, managing director of Lanson International UK. "Champagne Lanson Black Label now has an rrp of £30.99, breaking through the important £30 barrier."

For the Nicolas Feuillatte brand, the mood is mixed. The international trading climate is seen as "challenging", but the brand claims to have experienced an uplift in sales during the second half of 2010, driving 16% volume increases for the year.

Dominique Pierre, CEO of the brand, points to the volatility of the ordinarily buoyant UK market, which could yet suffer in reaction to unfavourable exchange rates and VAT hikes. "We are realistic that many indicators are switched to red [in the UK]. Therefore we cannot talk about a full recovery yet," he said.







## Champagne update



CIVC Epernay

### Adding value

For the champagne houses, gifting is a key vehicle for driving sales. “The gifting channel provides a great deal of opportunity for sales and is perceived as an added value purchase in the eyes of the consumer,” says Lanson’s Beavis. “Each year Champagne Lanson releases a gifting offering at Christmas, but also in the summer to support our long-running partnership with Wimbledon as official supplier to the championships.”

For Jean-Etienne Gourgues, global commercial director of Martell Mumm Perrier-Jouët: “Gifting is one of the key occasions for purchasing champagne, either at a private level when someone is invited to friends’ parties or for corporate occasions.”

This year Perrier-Jouët celebrated its 200th anniversary with the launch of the £10,000 Bi-Centenaire champagne sets. One hundred of the limited edition packs have been released by the brand, each containing two magnums of 1998 Vintage Perrier-Jouët Belle Epoque. According to the brand, one magnum is to be drunk by the owner and one to be “passed on as a family heirloom”.

The summer also saw Perrier-Jouët release cuvée Belle Epoque 2004 – 50% Chardonnay, 46% Pinot Noir and 4% Pinot Meunier – to global markets, priced at £125; and Belle Epoque Blanc de Blancs

2002 – a 100% Chardonnay cuvée – to selected international markets, priced at £499.

Another birthday brand is Nicolas Feuillatte. To mark 35 years, cellar master Jean-Pierre Vincent released a limited-edition blend of 30% Pinot Noir, 30% Pinot Meunier and 40% Chardonnay, aged for five years. The bottle, which is black and adorned with the brand’s striped colours, has been coupled with the launch of a ‘collectable’ metal gift canister and ice bag.

Piper-Heidsieck Cuvée Brut has also undergone a revamping. The brand – which in travel retail is now distributed, not owned by, Remy Cointreau, following its sale to Européenne de Participations Industrielles – has teamed up with Jean Paul Gaultier. According to Remy Cointreau, the ‘racy’ can-can-themed limited-edition bottle can be found at Paris Charles De Gaul, Brussels, Singapore, Ho Chi Minh, Kuala Lumpur and Bangkok airports, as well as selected ‘high-class’ bars and restaurants.

Laurent-Perrier’s largest markets are mainly in western European which, across the category, saw declines in on-trade sales (77 million litres to 73 million litres from 2009-2010 – Euromonitor International) but increases in the off-trade (94 million litres to 97 million litres 2009-2010 – Euromonitor). No surprise then that Laurent-Perrier sees gifting as “an important sector”.

The house has a growing number of gift pack options. The Laurent-Perrier Cuvée Rosé ice bucket and the Grand Siècle Aiguère gift packs will be joined next year by the Cuvée Rosé Valentine’s, which comprises a 75cl bottle and four limited-edition champagne flutes, each etched with a “delicate cherry blossom design”.

The world’s number five champagne brand (Euromonitor) has also

released a vintage this year. The 2002 is priced at just over £40 and is made from 50% Chardonnay and 50% Pinot Noir, aged for eight years.

### Innovation

For Moët & Chandon 2011 has been a year of innovation. In a bold move, the world’s most widely sold champagne brand (Euromonitor) launched Moët Ice Imperial – which it claims is the world’s first champagne designed to be served over ice. According to the brand, the champagne is packaged in “luxurious white lacquered bottles, with a black tied, gold label and silver design” intended to “contradict industry conventions”.

The champagne has undergone a demi-sec dosage and takes the form of a “concentrated, intense cuvée”.

Moët Ice Imperial has been created by Chef de Cave Benoit Gouez from 40%-50% Pinot Noir, 30%-40% Pinot Meunier and 10%-20% Chardonnay, and debuted in the US, France, Germany and the UK this summer.

In a bid to communicate the brand’s heritage message, Moët & Chandon also created a new identity for its Grand Vintage champagne labels. The new look was inspired by the tradition of using chalk plates to identify vintages in the Moët & Chandon cellars in Epernay.

The new labels arrive in the UK market this month, appearing on bottles of Moët & Chandon Grand Vintage 2002 and Grand Vintage Rosé 2002.

“The hand-written element is simplistic, but exudes class,” says Elsa Corbineau, champagne director at Moët Hennessy UK. **DI**





# From our own correspondent

*David Wrigley, the WSET's international development director, continues our series of bulletins from around the world, this month reporting from Shanghai*

**G**reetings from the global WSET team. As I disembarked from the plane in Shanghai I reflected on the long journey – not just the second leg of my Asia ‘tour’, but the long journey the WSET has taken since I joined more than 20 years ago. I have just had confirmation from our CEO Ian Harris that the total number of WSET candidates in the academic year 2010/11 was a staggering 35,737 – with 70% of these coming from international markets. In my first full year at the Trust we were delighted to have broken the 7,000 candidate barrier – all of these in the UK and all studying wine, with WSET paying lip-service to the ‘S’ in its company name, ‘spirits’.

We launched the Professional Certificate in Spirits in 2003, a level 2 qualification, and following research in 2008 we developed a lower level qualification, the Foundation Certificate in Spirits. After a year of pilot courses we set about launching this internationally 12 months ago. Asia was always going to be a key target, and it doesn't get any bigger than Shanghai.

My article in the August issue of *Drinks International* told you about my experiences in Japan in the aftermath of the recent Great East Japan Earthquake, and the way in which the Japanese are trying to resume normal business. Now I am in China, where nothing seems impossible, there is a tremendous thirst for knowledge, prices of first-growth claret are in the stratosphere and every spirits company in the world is throwing the bulk of their marketing dollars at the region.

The fruits of the labours of these global spirits producers will be on display at the upcoming Tax Free World Exhibition in Cannes, and everyone will be pushing the boundaries of packaging to win the prestigious Travel Retail Award.

Yes, packaging is important in a market where conspicuous consumption abounds, but it is the ‘thirst for knowledge’ here in China which is my reason for the trip. Unsurprisingly, China is the fastest-growing market for WSET qualifications. Since being here, I have done the ‘nuts &



bolts’ jobs of visiting the existing WSET centres and meeting with two new potential centres (one of which is major importer Mercuris), but I have also conducted educational workshops and been interviewed by *Shanghai Daily News*.

In China, based on my experiences in Shanghai, the professionals in the market are moving quickly to improve their knowledge of western spirits and wines. Among the local judges of the China Wine Challenge, the difference in level of knowledge and tasting skills in the 12 months since the inaugural Challenge was noticeable. For WSET, having the Level 1 Spirits qualification already available in simplified Chinese puts us in a great position to take advantage of this desire to learn.

And it is not just south east Asia where the thirst for spirits knowledge is top of the agenda – in the past three months some 500 students from Diageo India have taken the Level 1 Spirits qualification as part of the Diageo Bar Academy – an excellent educational programme.

Moving further afield, in the US both levels of the WSET Spirits qualifications are on offer (to the trade and a growing number of consumers) as part of the Adult & Continuing Education Programme at Johnson & Wales University at



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their campuses in Providence, Charlotte, North Miami and Denver; numbers have doubled in the past year. Other major centres are in Sweden, where it is a success with specialist trainer Gustibus and the Stockholm-based Restaurangakademien; in Canada, where it is run by the Liquor Control Board in British Columbia (the state monopoly) and the Toronto-based Independent Wine Education Guild; and in Greece, where Bacardi Martini has run a successful staff and client training programme in collaboration with local WSET provider Wine & Spirit Professional Consultants.

And for those of you who are reading this article in a break from the hustle, bustle and glitz of Cannes, whether you work in travel retail, airline, or any other sector of the spirits market, remember that a little education goes a VERY long way – particular in markets where the existing level of knowledge is still at first base.

More from me in next month's *Drinks International*, when I will be back in the comfort of my modest New York apartment – a far cry from the opulence of Shanghai.

Contact David Wrigley at [dwrigley@wset.co.uk](mailto:dwrigley@wset.co.uk) or via [wsetglobal.com](http://wsetglobal.com)



# CASK STRENGTH IS IN LIQUID ROADSHOW

UK-based drinks consultancy Cask Liquid Marketing kicked off its roadshow last month, with DI present to see what it was all about.

In a hot bar at the seaside (Brighton) bartenders gathered to listen to tequila titan Tomas Estes, mixology master Tony Conigliaro and Elements 8 co-creator Carl Stephenson.

Stephenson began proceedings and the sea of ripped jeans and bedhead hairdos perked up at the mention of provenance and the reason why Elements 8 is so-called. Here's what the eight things are: terroir, cane, water, fermentation, distillation, tropical ageing, blending and filtration.

Stephenson said rum producers sometimes get a 'bit tribal' about a rum from a particular island and Elements 8 wanted to be a bit more scientific. The company also launched a spiced variant in

2010 that is positioned as a more premium product than the big spiced brands we know and love. "We're trying to get people to have more respect for rum," he said.

Next up, Tony C waxed lyrical about Merlet and revealed he has a special blend of Merlet cognac at his bar 69 Colebrooke Row in London. "It's for a cocktail called The Spitfire," he said. (Spitfire: cognac, crème de peche, lemon juice, sugar, white wine).

Tony C was also keen to talk about Kigo – a Japanese shochu now being marketed by Cask. At 17% abv it makes a nice long drink with green tea and sugar.

Tomas Estes talked about his Ocho tequila brand, philosophy and pretty much everything in between.

The roadshow continues with cocktail competitions along the way, the last at Boutique Bar Show in London on 21 September.



## DUVEL'S IN THE DETAIL

Duvel has collaborated with artists again to launch a collection of glassware. Emil Kozak, Stefan Glerum, Daan Stuyven and Arne Quinze have been chosen to decorate the 1960s-inspired glasses, following the brand's inaugural venture last year. The glasses are priced at £15.50 and can be purchased from [www.duvelcollection.com](http://www.duvelcollection.com)

## BRITNER'S BLOG

DI's Lucy Britner gets a little bit unladylike. Calm down dear!

I've got boobs. Thanks for noticing, drinks industry. I've got boobs therefore I need my own special drink. You're right, drinks-makers, and thanks for the comforting pat on the head. Thank you for recognising that I am always on a diet; and lactose or wheat intolerant, depending on the weather; totally love all things pink – and yes, I am in fact from Venus.

In the past couple of months, the little ladies of the world have been treated to a plethora of lady-drinks to help make us feel special. First up, an over-sized perfume bottle filled with soft pink or pale peach 99% lactose-free cream liqueur Qream. Like Queen. Because that's what we are, ladies – royalty.

And who is behind Qream? Well, Diageo is looking after the liquid but its partner is hip-hop star Pharrell Williams. Brilliant. Get a man to tell a woman what she needs to drink. Were Beyoncé and Christina too busy arranging flowers to take the call?

Super.

Pharrell also offered these pearls of wisdom in a press release: "Women make up half the population and Qream is about celebrating that power..."

What power? The power of being born? And, Diageo, what on earth does "a certain demographic of North American women" mean?

WE HAVE BEEN TREATED TO A PLETHORA OF LADY-DRINKS TO HELP MAKE US FEEL SPECIAL

Pharrell and Diageo aren't the only ones really hoping to annoy the ladies. Molson Coors has launched a clear-filtered, rosé or lemon-flavoured 'beer'. Its PR was quoted as saying: "We need to repair the reputation of beer among women by launching products that meet their needs."

Why not just called them alcopops? Come out and say it! Animée, as it's called, seems to me to have absolutely nothing to do with beer and if you really want to "repair" a relationship, please treat drinkers with some respect.

If a man and a woman go out for dinner and the question of wine is raised, the debate is usually about which wine suits the weather, the food, the mood, the purse... Not about whether one is low-fat, lemon-flavoured or lactose-free. If drinks companies really do want consumers to have a mature attitude towards drinking, get beer to the dining table and command respect, they need to stop treating women like an alien species. Taste goes beyond gender and, besides, it really gets on my...







## MÁTÉ MAKES HIS MARK

Máté Csatlós from London's Dorchester Hotel is off to Paris in December, having won the UK heat of the Monin Cup.

Csatlós fought off challenges from 11 other contestants but the three judges – Jamie Stephenson, Jake Burger and Monin UK brand ambassador James Coston – who were assessing on taste, visual presentation, consistency, creativity and style, liked his Rober-tea-ni (alcoholic), and non-alcoholic Fig Punch (see below for recipes).

Second place went to Lee Hyde from Met Bar in Park Lane, London, and third place to Dan Crowther from Jake's Bar in Leeds.

### ROBER-TEA-NI

- 20ml Monin Jasmine syrup
- 10ml Monin Green Apple liqueur
- 45ml pear vodka
- 20ml fresh lime juice
- 3 cherries
- 1 dash of rhubarb bitters

Glassware: Vintage teacup

Garnish: Twisted vanilla stick

Presentation: Served on a triangle plate with homemade apple short bread and jasmine cream in a tea strainer

### FIG PUNCH

- 15ml Monin Fig syrup
- 10ml Monin Almond syrup
- 15ml Monin Mango fruit puree
- 8 cloves
- 20ml fresh lime juice



- 30ml pear juice
- Fresh pineapple
- Dash soda water

Glassware: Vintage wine glass

Garnish: Lemon peel, fresh lavender sprigs, figs

Presentation: Served with sliced figs, mango, fig leaf and silk napkin on a wooden board



## AUTUMN WELCOME

Suntory has launched a cocktail to welcome in the autumn. Hakushu Shuubun was created by the group's brand ambassador, Zoran Peric.

### HAKUSHU SHUUBUN

- 50ml Hakushu 12 Year Old single malt whisky
- 20ml Yuzu juice
- 20ml Gomme syrup
- 1 Egg white

Shake ingredients thoroughly and pour into a cocktail goblet. Garnish with lemon twist

## VOLARE COCKTAIL OF THE MONTH



This month's Volare In The Mix cocktail uses Volare forest fruit, a liqueur produced using berries from the mountains in northern Italy. This liqueur is crisp and fresh with aromas of raspberries and wild strawberries. It tastes well balanced and complex and is suitable for every type of cocktail. The Volare Wildmary is a bourbon-based after-dinner drink with a strong personality and a surprising aftertaste.

### VOLARE WILDMARY

- 20ml Volare Forest Fruit
- 45ml Bourbon
- 30ml Cranberry Juice
- 4/5 Dashes Aromatic Bitters
- Fresh Rosemary

#### Method

Pour all ingredients into a mixing glass and add rosemary. Stir with ice and strain into a rocks glass full of fresh ice. Garnish with rosemary.

Use the QR code with your smartphone to be directed to the video tutorial for this cocktail – and don't forget to subscribe to our YouTube channel (youtube.com/volareinthemix) as new videos will be uploaded weekly.

volarecocktails.com



## PROMOTIONAL FEATURE



# A land down under

42Below vodka is taking a less traditional approach to this year's Rugby World Cup in New Zealand by renaming the country 42Belowland – New Zealand in a Bottle.

Bacardi Global Travel Retail will launch 42Belowland in the home of the brand for the World Cup from September 9 to October 23.

The promotion will include the first limited-edition 42Below bottle.

The 'customisable' bottle is said to be the

perfect souvenir for travellers visiting the country during the Rugby World Cup. The 1-litre bottle features a wraparound photograph of 42Belowland, which can be customised using stickers on the bottle's neck-hanger.

As fans arrive for the World Cup they will see prominent 42Belowland advertising and displays in the region's airports, including a sampling mix-it bar installed in the departures area of Auckland Airport for the duration of the tournament.



## Banrock billboard campaign blossoms

Sticking 800 plants to the wall of a shopping centre wouldn't ordinarily be considered environmental conservation – but this is Banrock Station doing it. The brand's latest eco-stunt in London is the "world's first growing billboard" and part of a new UK campaign, Giving Nature a Helping Hand. Being seen to be green is clearly Banrock's thing, and this time it's all about supporting British wildflower meadows – that and launching two lines, a Chardonnay and a Cabernet Merlot blend. The wine brand will donate £30,000 to Natural England's cause and has assured *Drinks International* the billboard flowers will be planted, not destroyed, at the end of the campaign.



## Jura knocks up £10k cask competition



Isle of Jura has announced it will give whisky consumers the chance to own a cask of scotch worth £10,000.

The online promotion requires entrants to virtually 'knock on the cask' – a link to the ritual, practised by Jura islanders, of knocking on wood prior to drinking a dram.

For every 'knock' by an entrant, the price of the cask drops £1 from its £10,000 starting point, while the eventual winner is chosen by random at the end of the eight-week promotion.

The whisky, which has been matured in American white oak and oloroso sherry casks, will remain on the island to age.

So long as the angels don't take more than their share, the winner will receive "a handful of cases" a year.

## Aged to perfection

Granddaughter of William Grant, Janet Roberts, cut into her 110th birthday cake last month. The time-defying senior was born in 1901, the year Queen Vic got sick, and is Scotland's eldest citizen. Her grandfather founded William Grant & Sons back in 1886 and distilled the first dram of Glenfiddich a year later. The group, which counts The Balvenie, Grant's, Hendrick's Gin and Sailor Jerry among its portfolio, remains a family business. In fact, Janet's nephew Charles is an active life president at 83, while her great-nephew Peter Grant Gordon is the current chairman.



Nearly 500 of the drinks trade assembled, camped and revelled at Chase's Distillery in Herefordshire, UK, for Rock the Farm. The music festival was organised to "give something back to the industry".

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### SUBSCRIPTION RATES

**UK PRICE 1 year** £112.00 **2 year** £201.00 **3 year** £285.00  
**EUROPE PRICE 1 year** €160.00 **2 year** €288.00 **3 year** €408.00  
**ROW PRICE 1 year** \$233.00 **2 year** \$419.00 **3 year** \$594.00

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Drinks International (ISSN 0012 – 625X) is published monthly by Agile Media Ltd and distributed in the USA by Mail Right International, 1637 Stelton Road B4, Piscataway, NJ 08854. Periodicals Postage Paid at New Brunswick, NJ. POSTMASTER: Send address changes to Drinks International, 1637 Stelton Road, B-4, Piscataway NJ 08854. Published under licence from William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT 01293 613400