

Strategic vision

WORLD EQUITY BRAND BUILDERS (WEBB) was launched 18 months ago. "Our vision is to be a strategic partner for our suppliers and get involved in the strategic positioning of the brands and find the best distribution for the brands in particular markets," said Andy Consuegra, president, WEBB.

Brands represented include Cutty Sark, which is WEBB's biggest brand, and Cutty Black, which is being launched into travel retail at the Duty Free Show of the Americas. Consuegra explained that it has a smokier, more peaty flavour than Cutty Sark, which is appropriate for Latin America.

He also said that the Glenrothes brand is going very well. Glenrothes Special Reserve is the base of the brand and there are a range of vintages, which include 94, 91, 85 and 78.

The Zamora Americas is being represented at the WEBB booth. Products include Liqueur 43 and the recently acquired Villa Massa brand – a premium Limoncello. Javier Schoendorff, director, The Zamora Americas, said the Limoncello



is a completely natural product with no additives or preservatives. It has been achieving double digit growth and is now being introduced by WEBB in duty free in this part of the world.

The Zamora Americas also has a range of wines and is present in most of the well-known wine regions of Spain.

BOOTH 2601

Taste sensations

"IADFS IS THE MOST IMPORTANT SHOW OF the year for us," said Robert de Monchy, managing director, Monarq Group. "We meet with US duty free distributors, domestic Caribbean and Latin American customers – the main goal is to meet and greet our friends." De Monchy, former general manager, Latin America and Caribbean markets for Rémy Cointreau, struck out on his own in 2006 to set up Monarq as a 'one-stop-shop' to market and distribute distinctive premium drinks in these markets; to seek out new flavors and exciting recipes.

New products at IADFS this week are two line

extensions of the authentic yellow Galliano - Ristretto, containing concentrated espresso and a super strong Galliano Balsamico, a unique blend of balsamic vinegar with Galliano that makes a full flavoured liqueur, priced at US\$30-35 (70cl and 75cl). The legendary absinthe returns, now the ban in Europe and the US has been lifted, with La Fee and Monarq also distribute Cachaca 51, the top selling cachaca in the world in the Caribbean and US duty free.

Monarq's core brands include Heineken in Latin America through London Supply and others and Bols cordials – triple sec, blue Curacao, peach, sour apple, and new flavors such as pomegranate, lychee and green tea. "We are pleased to grow our business with solid part-



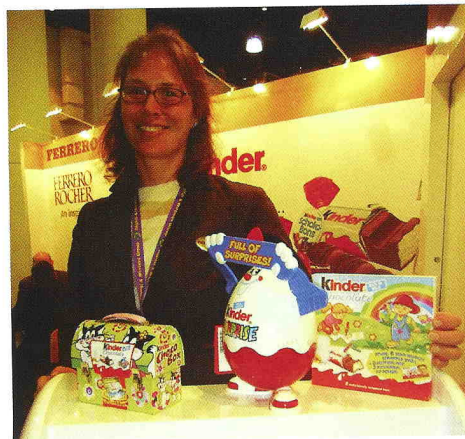
ners like Carisam, SMT, Fair & Swanson (in California) and London Supply and are constantly seeking ways to innovate and expand our drinks portfolio in duty free," said de Monchy.

BOOTH 2411

Novelty packs

FERRERO IS BUILDING ON THE SUCCESS OF its Kinder range, focusing on exclusive duty free novelty items.

In the Kinder range, the Kinder chocolate colour kit has been launched in a new exclusive travel pack, containing eight individually wrapped bars, six coloured pens and three blank postcards to play on kids' creative streaks. "We are confident that this will perform well – the pens are high quality and it will certainly keep children busy," said Katia Tonel,



marketing manager, Ferrero's travel retail division. Ferrero is seeking to list the product across airports and border shops.

Tonel also announced that the Kinder chocolate chocobox – the kids lunchbox in girls and boys designs, is performing well and reflects a wider trend of strong growth in the segment during the last year. "Most of the work we have done in the last three years has focused on Kinder travel retail exclusives. Despite the current economic conditions confectionery has grown compared to other categories and while we are still small, we have been growing at 50% over the last 12 months."

BOOTH 710