

Innovative spirits

MONARQ HAS ENJOYED A SUCCESSFUL show far, reporting a high level of interest in its products, which include four new launches.

Among the new products on show is Purity Vodka, produced in the grounds of the 13th century Ellinge Castle in the south of Sweden, and La Fée's 38% proof NV Absinthe Verte.

Cachaca 51 and Molinari Sambuca Extra are among a number of other spirits also being showcased.

Robert de Monchy, managing director for Monarq, said: "The show has been a really busy one for us. From 8.30 in the morning through to 5.30 in the afternoon we have been holding two meetings every half an hour.



"We are really making a push in the duty free market in the Americas and there has been a lot of interest in the new products.

"The NV Absinthe Verte is going to be big in

the US because, at 38%, it's a true innovation. As a company we're always on the lookout for new things and that is exactly what this product is."

BOOTH 1037

Timepieces and teddy bears

SCORPIO DISTRIBUTORS IS DISPLAYING A variety of products at this year's show, ranging from an Aviator watch display unit to a collection of soft toys from Just.

The display unit is designed to offer customers a more 'hands-on' experience when viewing Aviator watches by allowing access to the gift boxes while also displaying the timepieces in a secure glass unit.

"Aviator is still the brand that has generated the most interest at the show and we have had six-and-a-half to seven years of selling them to various airlines," said Garry Stoner,

director of sales, Middle East/Asia.

Other products on show include Scorpio's range of Time Design gift boxes for children which contain a watch and two accessories.

Stoner said: "These products have also attracted interest because they are new, affordable products. With a retail price of \$29.99, the products will appeal to parents who may want to buy a gift for more than one child."

Just Soft Toys, another travel retail exclusive produced and distributed by Scorpio, are also being presented to the Americas.

BOOTH 1031



Better quality, better value

ALEXANDER KALIFANO IS EXHIBITING A broad range of natural gemstone and genuine pearl jewelry, affordable sterling silver opalite jewelry, key chains made with Swarovski crystals and its well-known finest gemstone globes. Alex Khalaf, managing member, reports a successful show. "We are blessed to have had many good meetings with new retail partners from Central and South America," he said.

The newest products that are being showcased are its Gorgeous Glass bracelets and necklaces, featuring glass and crystal pieces. Khalaf described them as "very popular, extraordinary quality and incredible value". "We are reaching out into travel retail, which is our fastest-growing part of the business."

The keychains made with Swarovski crystals are extremely popular and are Alexander Kalifano's best selling item. There are 140 different designs.



The original line of globes made with semi-precious gemstone continues to be very popular.

"In 2009, we grew our business by 23%," said

Khalaf. "We work hard to give products at the best price. It's about better quality and better value."

BOOTH 2221