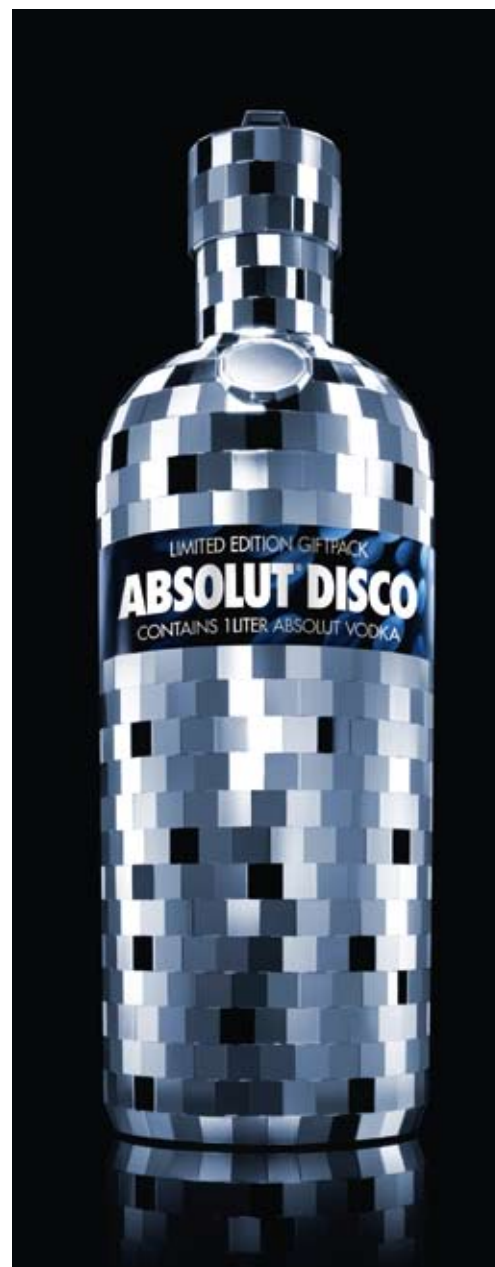


Travel Retail Awards 2008

Drinks International threw a glittering party at the TFWA Cannes show to celebrate the Travel Retail Awards



Chair of the judging panel and editor of Drinks International Christian Davis presents Magnus Bidestam, of The Absolut Company, with one of three awards for Absolut Disco (right)



The winners

Best International Drinks Launch at TFWA Cannes, 2008

Winner – Illyquore coffee liqueur
Highly commended – Champagne Nicolas Feuillatte Cuvée Palmes d'Or

Best Travel Retail Drinks Launch 2008

Winner – Baileys With a Hint of Coffee
Highly commended – Absolut Mango

Most Creative Alcoholic Drinks Packaging Design

Winner – Absolut Disco
Highly commended – U'luvka Vodka

Best Repackaging of an Existing Alcoholic Drinks Brand

Winner – Ultimat Vodka
Highly commended – LFH Illuminating Brands for Grant's 12 Year Old whisky

Most Creative Marketing Concept

Winner – Bombay Sapphire
Highly commended – Hendricks Gin

Most Effective In-Store Promotion

Winner – Absolut Disco
Highly commended – Maxxium Global Travel Retail's Inspiring the World OktoberFest 2008

Retail Outlet of the Year

London Heathrow Terminal 5 World Duty Free Liquor Shop

Duty Free Liquor Buyer of the Year

Hans Darmont, Belgian Sky Shops

Pioneering Personality of the Year

Paul Ellis, William Grant & Sons



Diageo's Tim Rycroft accepted Best Travel Retail Launch for Baileys



William Grant & Sons' Paul Ellis was Pioneering Personality



Virginie Marquet accepted Best International Drinks Launch for Illyquore



From left: Martina Lotz (Maxxium Global Travel Retail), Caroline Berry (Drinks international), Petra Nagel (Maxxium Global Travel Retail)



Tajana Cerabona, of The Patrón Spirits Company, picking up the award for Ultimat Vodka



Left: Gary Chau, of Bacardi Global Travel Retail, accepts the award for most creative marketing concept for Bombay Sapphire



Right: Drinks International's Joe Bates presents Hans Darmont of Belgian Sky Shops, with the award for liquor buyer of the year



The judging

The judges (see below) met on Thursday October 9 in central London to deliberate, having already received preliminary copies of the nominations for consideration prior to the intensive hours of deliberation on the day. The judges were:

Chair – Christian Davis, editor, Drinks International

Gerry Crawford, general manager, CTC-ARI Airports

Joe Bates, DI travel retail correspondent

Pascal Delmotte, category manager liquor, Nuance

Neil Towns, head of buying, P&O Ferries

Christian Funch, CF Consulting



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