

Diageo is rolling out a global marketing campaign for its scotch single malt Talisker. The Made By the Sea campaign – reflecting the brand’s Isle of Skye heritage – was launched in the UK in October with a marketing spend of £1.6m for the coming year. The theme is the core of a long-term marketing campaign, different elements of which are being progressively deployed around the world, including France, northern Europe and Japan. The photography is by French marine photographer Jean Guichard.



Travel Retail Awards announced

Drinks International Travel Retail Awards trophy winners were announced at the Tax Free World Association exhibition in Cannes. The overall winner was Beam Global Spirits & Wine for its L’Essence de Courvoisier cognac, which took the Supreme Champion trophy.

Best International Drinks Launch at Cannes was won by the Drambuie Company’s premium offering Drambuie 15.

The trophy for Best Drinks Launch of the Year was picked up Rémy Cointreau for its Louis XIII Rare Cask, which was unveiled at Cannes last year.

Best Luxury Drinks Brand of the Year trophy was won by L’Essence de Courvoisier, with Beam’s Gareth Brown busy that night collecting the two trophies.

The Packaging/Repackaging trophy was won by Nude Brand Creation for its work on the Pernod Ricard de luxe blended whisky, Ballantine’s.

Sagatiba’s Caipirinha Kit took the trophy for Best Presentation Box.

Best Exclusive Gift Set trophy was carried off by William Grant & Sons for its excellent quirky packaging for its gin brand, Hendrick’s.

The Most Creative Marketing Concept/Travel Retail In-store Promotion trophy went to Pernod Ricard Asia for its Martell Boutique concept.

Patrón tequila walked off with the Best Travel Retail Brand Team of the Year trophy.

Simon Au of Sky Connections, Hong Kong, is buyer of the year. Travel Retail Outlet of the Year was won by the Swiss-based Nuance Group.

The judges were: consultant Peter Ayling of Peter Ayling Associates; *Drinks International’s* travel retail correspondent, Joe Bates; P&O Ferries head of buying Neil Towns; Liz Woodland from Consulting for Retail; and *Drinks International* editor Christian Davis.

The Travel Retail Awards were sponsored by: Spanish cava producer Freixenet; AB InBev with its Stella Artois and Budweiser brands; and Mongolian vodka producer, APU with its Chinggis Khan and



EAST AFRICAN BREWERIES, a subsidiary of Diageo, has completed the acquisition of 51% of the issued share capital of Serengeti Breweries. EAB made the purchase from existing shareholders for a total consideration of approximately US\$60.4 million.

US marketer and importer WJ DEUTSCH & SONS has signed a five-year distribution agreement granting GLAZER’S exclusive rights to sell its portfolio of wine – including the Yellow Tail brand – and spirits in Arkansas, Iowa, Louisiana, Missouri, Ohio, Oklahoma, and Texas.

Diageo brand **SMIRNOFF** has announced “country pairings” for its global nightlife exchange project celebrating local nightlife. The first takes place in Canada and India on November 27. Other pairings include UK/US, Australia/Brazil, and Lebanon/Thailand.

UK beer sales fell by 9.7% in the third quarter, according to the latest UK QUARTERLY BEER BAROMETER, published by the British Beer & Pub Association. Pub beer sales fell 7.8% and supermarket beer sales were down 12%.

TOP 5 STORIES ON DRINKSINT.COM

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