



THE
**TRAVEL
 RETAIL
 CHALLENGE**
 2016

**TROPHY
 WINNERS**

THE 10TH ANNUAL TRAVEL RETAIL CHALLENGE AWARDS, REWARDING INNOVATION IN THE SECTOR, WERE ANNOUNCED AT TFWA CANNES

THE TRAVEL RETAIL Challenge awards night took place during TFWA Cannes week at the Majestic hotel on Cannes' famous La Croisette. For the 10th anniversary, we had a beautiful evening and a balcony on which to enjoy the pre-awards drinks, which came courtesy of our sponsors: Arcus Lysholm Aquavit, Barton & Guestier Wines, Licor 43 and Nemiroff Vodka. The Global Travel Retail channel is the 'shop window' for major, ambitious drinks brands. *Drinks*

International seeks out excellence and innovation in this vital sector for alcoholic drinks. Through the Travel Retail Challenge, DI recognises and showcases the ultimate exponents of the science of alcoholic drinks, coupled with the art of how to package them enticingly.

OUR JUDGES THIS YEAR WERE: Whisky blogger Anne-Sophie Bigot; Karen Sparrow, director of operations, DFASS UK; Nicola Ridges-Jones, managing director, MSX; Essential Communications' MD Rowena Holland; *Drinks International* publisher Justin Smith and *DI*'s travel retail correspondent, Joe Bates.

SPONSORED BY:





PARTNERSHIP INITIATIVE OF THE YEAR
Retailer & Supplier – Aer Rianta International and Feeling Whiskey

AIRPORT BAR OF THE YEAR
The Bar at the Brisbane River Grill

MARKETING CONCEPT OF THE YEAR
Jameson #BeOriginal 360 Experiential Campaign

DRINKS LAUNCH AT TFWA CANNES
Stolichnaya Gluten Free Vodka

PRESENTATION BOX OF THE YEAR
Legend Vintage Centenary Collection Box

AIRPORT DRINKS RETAILER OF THE YEAR
Multiple Location – World Duty Free
SPONSORED BY LYSHOLM (ARCUS)

AIRPORT DRINKS RETAILER OF THE YEAR
Single Location – Dubai Duty Free
SPONSORED BY BARTON & GUESTIER

DRINKS INNOVATION OF THE YEAR
Heineken Brew Lock

FERRY/CRUISE LINE DRINKS RETAILER OF THE YEAR
P&O Ferries

SUPREME CHAMPION
Heineken Brew Lock

DRINKS BUYER OF THE YEAR
Armando Gonzalez-Rue, head buyer for DFSS Group
SPONSORED BY LICOR43

TRAVEL RETAIL EXCLUSIVE OF THE YEAR
The Macallan Rare Cask Black

IN-FLIGHT DRINKS RETAILER OF THE YEAR
Virgin Atlantic Airways
SPONSORED BY NEIRROFF

DESIGN & PACKAGING OF A DRINKS BRAND
Johnnie Walker House Exclusive Collection – Amsterdam Schiphol Edition

DRINKS LAUNCH OF THE YEAR
Glencadam 25 Year Old – The Remarkable

DRINKS LAUNCH AT TFWA CANNES	Enoitalia Spa	BRONZE
VOGA VODKA		
DRINKS LAUNCH OF THE YEAR		
CHAPOUTIER ERMITAGE MATHUSALEM 2010 COLLECTION	Chapoutier and Le Clos	GOLD
BAILEYS XC	Diageo	SILVER
TRAVEL RETAIL EXCLUSIVE OF THE YEAR		
TOMINTOUL FIVE DECADES SPEYSIDE GLENLIVET SINGLE MALT SCOTCH WHISKY	Angus Dundee Distillers	GOLD
CHAPOUTIER ERMITAGE MATHUSALEM 2010 COLLECTION	Chapoutier and Le Clos	GOLD
JOHNNIE WALKER ISLAND GREEN	Diageo	GOLD
ELIT USHUAIA IBIZA BEACH HOTEL LIMITED EDITION (THE REFRESHER)	Stoli Group	SILVER
OLD PULTENEY	International Beverage	SILVER
METAXA 7 STARS BY LOVE GREECE	Metaxa	BRONZE
DESIGN & PACKAGING OF A DRINKS BRAND		
BALLANTINE'S SIGNATURE OAK EDITION	Pernod Ricard	GOLD
AMARULA	Distell	GOLD
PRESENTATION BOX OF THE YEAR		
PORT CHARLOTTE 2007 CC:01	Bruichladdich Distillery/Crown Aerosols & Speciality Packaging	SILVER
CHABLIS SAINT-MARTIN	Domaine Laroche	BRONZE
MARKETING CONCEPT OF THE YEAR		
JOHNNIE WALKER FESTIVE	Diageo	GOLD
NEGRONI WEEK	Campari International	SILVER
MARKETING CONCEPT BY A TRAVEL RETAIL OPERATOR		
THE WHISKY WORLD	Delhi Duty Free Services	TROPHY