

Travel Retail Awards

GOLD

Best Drinks Launch at TFWA Cannes 2010

Drambuie 15 - Drambuie

Best Luxury Drinks Brand of the Year

Dalmore - New Packaging - Whyte & Mackay

L'Essence de Courvoisier - Beam Global Spirits & Wine

Best Drinks Launch of the Year

Louis XIII Rare Cask - Rémy Cointreau
Drambuie 15 - Drambuie

Best Exclusive Gift Set

Hendrick's Gin - William Grant & Sons

**Most Creative Marketing Concept/
Travel Retail in Store Promotion**

Martell Boutique - Martell/Pernod Ricard Asia

High Flyers

The winners of Drinks International's Travel Retail Excellence Awards are honoured here. Trophy winners will be announced at the awards evening on October 19 at Le Privé club, Cannes

The judges

Neil Towns, head of buying, P&O Ferries

Peter Ayling, travel retail consultant

Joe Bates, *Drinks International's* travel retail correspondent

Liz Woodland, travel retail consultant

Christian Davis, editor, *Drinks International*



Sponsors:



SILVER

Best Luxury Drinks Brand of the Year

Patrón Tequila - Patrón Spirits

Martini Gold - Bacardi Global Travel Retail

Best Drinks Launch of the Year

Mozart Dry Chocolate Spirit - Mozart Distillerie

Bottega Diamond - Distilleria Bottega

Best Packaging/Repackaging of a Drinks Brand

Glenmorangie Finealta - The Glenmorangie Company

Hardys Freshcase Chardonnay - Constellation Wines Europe

Old Pulteney WK 499 - International Beverage

Ballantine's - Nude Brand Creation/Chivas Brothers

Dalmore - New Packaging - Whyte & Mackay

Best Presentation Box

Sagatiba Caipirinha Kit - Sagatiba BV

Best Exclusive Gift Set

Drambuie Cocktail Case - Drambuie

U'luvka Mini - The Brand Distillery

Most Creative Marketing Concept/Travel Retail in Store Promotion

Jack Daniel's - Brown-Forman

Mentorship Experience - Diageo

Tanqueray London Dry Gin - Diageo

Louis XIII Kingdom Project - Rémy Cointreau