

Excellence in travel retail

The winners of Drinks International's Travel Retail Excellence Awards received their trophies at a special ceremony at the TFWA Cannes exhibition



The Winners

Best Launch at Cannes 2009

Winner: The Royal Legacy of 1745
– Drambuie Liqueur Co

Highly commended: Champagne Cuvée 2.25
Rosé Vintage 2004 –
Champagne Nicolas Feuillate

Best Launch 2009

Winner: Piper Heidsieck Rare Vintage 1999 –
Rémy Cointreau

Highly commended: The Balvenie 14 Year Old
Golden Cask – William Grant & Sons

Best Packaging/Repackaging

Winner: Piper Heidsieck Rare Vintage 1999 –
Rémy Cointreau

Highly commended: Armagnac Chabot Extra –
MG Cellars

Highly commended: Scapa 16 Year Old Single
Malt – Chivas Brothers/Nude Brand Consultancy

Best Marketing/In-store Promotion

Winner: Johnnie Walker Centenary – Diageo

Highly commended: Get the Summer Spirit
Campaign – Diageo

Highly commended: Tequila Patrón
– Patrón Spirits International

Travel Retail Operator of the year

Winner: Maritime & Mercantile International

Travel Retail Drinks Buyer of the year

Winner: Brooke Supernaw – DFS Group,
Hong Kong

Judges

P&O Ferries head of buying **Neil Towns**

Duty free consultant **Peter Ayling**

Managing director of King Power **Susan Whelan**

Drinks International travel retail correspondent

Joe Bates

Drinks International editor **Christian Davis**

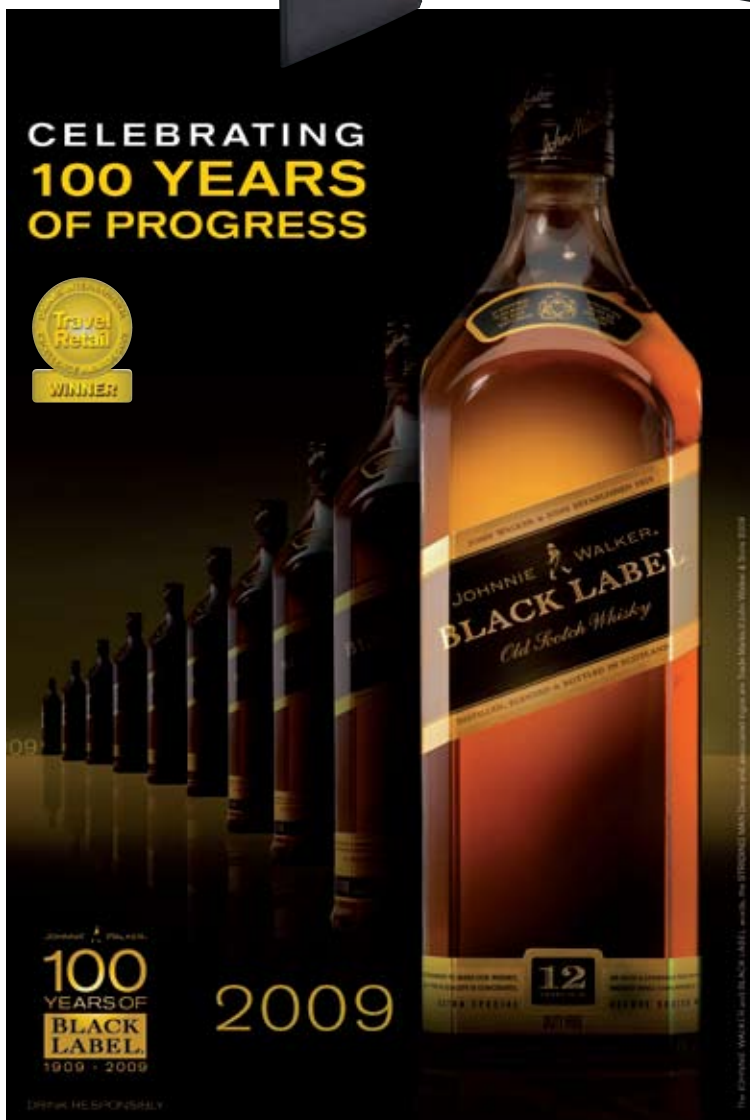
Villiger's director of export sales **Chris Pfister** (right) and area export manager **Lydia Garcia** present the award for Travel Retail Drinks Buyer of the Year to **John Hoover** (centre) of DFS Group, accepting on behalf of **Brooke Supernaw**, merchandise manager for liquor at DFS Group in Hong Kong



Sponsors:

Freixenet

VILLIGER 1888



L-R: Mike Greggs from Diageo, Aude Minc from Remy Cointreau, Laurent Cosson from Remy Cointreau, Christian Davis from Drinks International, Miranda Rennie from Drambuie, John Hoover from DFS Group, Marek Sheridan from Maritime & Mercantile International

