

global drinks
intel.

Market intelligence for the global drinks executive. November 2023

Made in Japan

How the appetite for the land of the rising sun is creating export opportunities beyond whisky & turning sake into an American success story

PLUS

Interviews with Campari, Au Vodka, Pernod Ricard, Harding+ & BrewDog

Seven trends from TFWA Cannes that will put brands and retailers on the path to GTR growth



GLOBAL DRINKS INTEL ESG AWARDS 2023 ALL THE WINNERS

Asda presents autumn/winter wine and spirits

UK supermarket Asda has revealed 130 wines for the festive run-up covering the key segments, from white and rosé to sparkling and red. The budget supermarket has also boosted its Extra Special range and launched seven new spirits lines, including Extra Special Chocolate Espresso Martini Cream Liqueur (GBP14.99/70), endorsed by the Good Housekeeping Institute 2021, and two Extra Special Blended Malt Scotch Whiskies, one matured in a Caribbean rum cask and one in an American Bourbon cask (both GBP22).

These Days takes D2C route for Bucks Spritz RTD

Bucks Fitz has been rebottled as a Bucks Spritz by These Days, a specialist in the ready-to-drink Spritz market that's trying to refresh the aperitivo segment. For the festive season, Bucks Spritz has swapped out the fizzy for this 7.5% ABV ready-to-serve cocktail. These Days hopes that the simplicity of chill-and-serve will drive demand on this modern spin on a nostalgic serve. It is selling its lines at [TheseDaysDrinks.com](https://www.thesedaysdrinks.com).

Brockmans' agave line opens new doors in travel retail

Tequila is in the travel retail limelight right now, perfect timing then for Brockmans' new expression: Agave Cut. With gin still trending well in travel retail, the combination could be a winner for the brand and its exclusive travel retail distribution partner IP-GTE. IP-GTE founder IP Aucher commented: "We have enjoyed concrete progress with Brockmans' Gin through partnerships with key travel retailers, including Gibr Heisenmann and London Supply. I'm 100% convinced that Agave Cut will enable us to open new doors."

Pomello grapefruit vibes

Launched in the UK at Selfridges and Hedonism Wines, Pomello, an 18% ABV aperitif that blends pomello (a more delicate variety of grapefruit) and elderflower, is also making a name for itself on the UK cocktail circuit at bars and hotels, including The Brley Club, The Ivy Collection, Hide, Claridge's and The Twenty Two.



Lotte offers 15% discount on alcohol to mark official opening at Jeju Airport

South Korean tourist hotspot Jeju Island saw the official opening of a 545sqm Lotte Duty Free airport store at the end of October, marked by the attendance of high-level VIPs and dignitaries, including Lotte Duty Free's CEO Joonsun Kim.

Jeju, a self-governing province with some similarities to Hainan in China, is expected to see a strong pick-up in travel in the coming years, making this latest store from Lotte strategically important.

"The grand opening of this Jeju Airport branch symbolises the restart of free overseas travel," said Kim. "We will strive to provide a world-class shopping environment to foreign customers visiting Jeju."

The entire drinks offer, which includes high-end Cognac and wine, will be up to 15% discounted for a limited time to celebrate the launch, while selected beauty brands will be reduced by up to 20%. Lotte is also upgrading membership levels of its loyalty scheme for certain customers.

Liquor and beauty are the core categories at the store, and September sales increased by about 385% compared with March, when Lotte took over. But there is still a hill to climb – while major air routes to China and Taiwan have increased, and



Lotte Duty Free at Jeju Airport in South Korea

the number of international passengers is also rising, international outbound passengers at Jeju Airport in August hit about 77,000, still only at 60% of the number for the same period in pre-pandemic 2019.

Lotte Duty Free, which was selected as the new departures duty-free store operator at Jeju International Airport in January, said that in the future it plans to drum up more sales by creating synergies between its Jeju downtown and airport branches. This will be mainly by holding discount events to attract more foreign customers.

UK airport staff vetting service will boost airside retail and hospitality recruitment

Aviation Recruitment Network (ARN) has launched a nationwide vetting service to help reduce the amount of time it takes to recruit airport staff in the UK.

Staff shortages that led to huge delays at airports last year were partly due to the lengthy security vetting needed for anyone working airside. This process also causes hold-ups for airport travel retail and food and beverage operators recruiting retail assistants and hospitality staff.

ARN's service is available to airport-based businesses that don't have recruitment partners, but want to get new workers cleared to fill vacancies faster, heading off

staff shortages and reducing hiring times.

ARN managing director Kelly Sandhu said: "Our research shows that it can often take months for security checks to be completed before staff can start work. If they are offered a role elsewhere in the meantime, they may be enticed to take it. This results in a costly recruitment process and frustration between the candidate and the hire."

He said that the industry average security clearance time is between 30 and 60 days, but that ARN has brought this down to 23 days due to a combination of 25 years' industry experience, bespoke systems and streamlined vetting processes.

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