

Gin-inspired fragrance breaks new ground

By Joe Bates

As revealed on travelretailworld.com last month, Bacardi Global Brands is to embark on a historic first for the travel-retail channel by launching a limited-edition fragrance based on the 10 fragrant botanicals used to produce its premium gin brand Bombay Sapphire.

This November's launch of Infusion—a unisex fragrance described as “clean, light and sophisticated”—will be the first time a liquor company has launched a brand on the crowded fragrance market, although it is common practice among fashion houses.

For a limited period only Infusion will be available as a gift pack of fragrance, shower gel and moisturiser with a purchase of a 50cl bottle of Bombay Sapphire. Also

available will be a separate gift pack of five Infusion-scented candles. The fragrance will not be sold by itself. The packs are priced at \$39.99 for the gel and bath oil pack, and \$29.99 for the scented candle pack.

The aim of Infusion is both to underline the parent brand's core values and to raise its profile to a new audience. There will be no advertising for Infusion, but promotional support will be varied and extensive.

The highest-profile initiative will be an interactive six-foot high “Carterhead” still, which will mimic the careful vapor infusion process used to produce Bombay Sapphire. These “Still Spectaculars” will be installed at two big international airports at a time, with London Heathrow being one of the first.



Top duty-free/travel-retail outlets will be offered promoters to give passengers the opportunity to smell the new fragrance. Display units and a “Botanicals Challenge”—a specially designed unit which allows demonstrators to educate customers about each of the 10 Bombay Sapphire botanicals—will also be available.

It has taken over two years to bring Infusion to market and Southpaw, the US creative agency which developed the fragrance, had to ensure the project didn't

harm the premium image of Bombay Sapphire.

Said Southpaw creative director Gary Moore: “We took our cue from the basic principles of the Bombay Sapphire brand: be original and don't compromise the quality of the product or the design.”

Bacardi Global Brands travel-retail marketing vice-president Jose Chao was also heavily involved in the development process. “Pre-selling of Infusion had led to excellent operator feedback,” he said.

“The Americas, Asia and Europe are already on board. Only demand can tell how long the finite quantity of gift packs will remain on the shelves, but every indication is that they won't last long. For instance, the Americas have nearly bought out their entire allocation already.”

Porfidio premium rum targets the gifting market

Mexican rum and tequila supplier Destileria Porfidio will present a new premium rum at this month's TFWA World Exhibition (Blue Village, D5).

Porfidio Triple-Distilled Single Cane Rum, which was launched in April in the Americas, is made using “traditional” methods, the supplier said. The liquor is distilled from 100% pure sugar cane juice and aged in ceramic flagons for five years. The rum is presented in a tall, clear, hand-blown glass bottle with a distinctive glass base, mirroring the company's flagships.

The new rum, with a recommended duty-free retail price of \$50, has already gained listings with Americas-based operators such as Motta Internacional, Fair & Swanson, Tortuga Rum Co and Weinmaier.

“Few if any white rums can rival our product for quality and appeal,” commented ceo Ponciano Porfidio. “We are committed to quality at every stage—from the sugar cane we pick to the labelling of the bottle. Porfidio Single Cane rum is perfect as a gift or simply a self-indulgence.”

The company will also be showcasing its range of Añejo Single Barrel agave tequila miniatures.



Press To Zoom

Celebrity TV expert hosts SeaFrance wine festival

French ferry line SeaFrance employed the services of a TV wine expert last month to host a one-day wine festival onboard *Redif*, its largest and fastest cross-Channel ferry.

Well-known British wine expert and broadcaster Oz Clarke shared tips with passengers on choosing and buying wines onboard two Dover-Calais crossings on September 27. Several Old and New World wine houses supported the event with product and multi-purchase promotions. Customers were able to join the tasting sessions for a £5 (\$8) supplement.

SeaFrance managing director Robin Wilkins commented: “We are increasingly looking for ways to add value and this was an excellent opportunity to provide information for people interested in buying wine in France.”

Director of onboard purchasing and offers Stuart Rourke added that when Clarke had staged a similar one-day event in May wine sales had jumped by 15–20%. “Wine sales have been growing strongly for us since we started multi-purchase deals and improved our stock control,” he

continued. “Volumes on some key lines are up 70% this year.”

He revealed that SeaFrance was looking into the possibility of opening a wine warehouse in the port of Calais to increase wine and beer volumes.

Growing duty-paid wine sales onboard are helping to offset the decline of the tobacco category. Tobacco sales have been hit by the steep rise in French tobacco taxes, which came into force on September 8. Popular wine purchases include New World favourites such as Hardy's, Rivercrest and French brand Dourthe.

●For a full report on SeaFrance's rapidly improving onboard retail operation, see the October/November issue of *Travel Retailer International*.

Liquor short

Langguth unveils Portuguese vintage: German winemaker Langguth has created its first Portuguese wine. Named Sagrado, the red wine is made using the Aragonez grape and produced in the Estremadura region.

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