

*Release
the Spirit of the
Mandarin*

*Mandarin Napoleon
for over 80 years
a truly versatile liquor
straight or in ice.
From cocktails to cooking
the essential ingredient*

travel retail

brands

Smaller is beautiful for Boru, Clontarf

With its Treaty pack almost ready for the Irish market, Boru is making a strong push to the west to access a number of markets, along with its well-known Clontarf whiskies.

According to Ianing Andrews, marketing manager at the owner of both brands, Bunting, Neave, Bar, Spivey Co. "Both Boru and Clontarf are performing exceptionally well at the moment with an overall sales up on last year in the Irish airports. The brands are also performing well in Germany, France and U.S airports, approximately 10% of our total sales are in the duty-free industry. This growth is increasing steadily as our distribution grows."

While Boru can now safely be described as an international brand, Clontarf's strength is more based in Ireland. "Both Boru and Clontarf are growing very successfully in the Air Route airports in Ireland, where both the Clontarf Treaty and Clontarf Minsmere Dunes are best performers. France and Germany are proving to be very popular markets for both Boru and Clontarf with the brands also available in duty-free outlets throughout the U.S., Russia, Switzerland, Finland, the U.S. and in Bahrain and Dubai in the Middle East", Andrews said.

Both brands will be present in Canada, and the focus is going to very much on new and revised packaging. The Treaty packs now feature a curved top and a new Boru square bottle. Also, a new, smaller Clontarf bottle is available with a gift pack and a new Clontarf Treaty pack. Starting the 30cl bottle size in the U.S. and other markets as appropriate.

Andrews also said that the brands are well placed to access the U.S. market. "The U.S. is a very important market for Boru. The other

New rum takes a singular approach

A quality rum brand making its mark in the travel-retailer market has long been associated by standard products in this market, making them generally well known in the American to Puerto Rican market from the marketing and the name.

Making its debut in America, the brand is packaged in a 100, clear, hand-blown bottle, with a distinctive glass palm tree on the label. According to the company, "This non-caricaturing product is a response to the discerning travel-retail market."

The rum itself is distilled from sugarcane, and is produced and "bottled" in the island of Puerto Rico, with the label

Press To Zoom

travel retail

brands



two bottles of Boru including a voucher allowing one bottle a 10% discount off retail until used and weekend accommodation and breakfast at over 100 Irish hotels, including groups such as The Bellingham and Fitzpatrick's Castle in Dublin, the Galway Bay Hotel, Killybeggs Glenmore Park and the Rathmore Hall in Limerick. Following success in the Irish airports, the offer has been rolled out to Heathrow Terminal 1 in association with World Duty Free.

Generally, the Treaty packs for both brands are big sellers, along with the original Boru and, increasingly, the single malt variety of Clontarf. The Boru Treaty Pack was named this year awarded a double gold for its design at the 2011 San Francisco World Duty Free Competition.

being "a product of super-quality with a refined and delicate rum character."

The product will be on display alongside the other brands, specific premium range of single rum varieties: "Vocals, Distilled Puerto Rico Rum, Puerto Rican Rum, Year of any other name, or the market can find our product for sheer quality and appeal. We are totally committed to quality at every stage from the sugarcane we pick to the labelling of the bottle. Puerto Rican Rum is a product of high quality and appeal."

BELLINGHAM

Classic, Modern, Exceptional

New rum takes a singular approach

A quality rum brand making its mark in the travel retail sector - the category has long been dominated by standard products in this channel - not long after its general roll out in the Americas is Porfidio Single Cane Rum from the distillery of the same name.

Making its debut at Cannes, the brand is packaged in a tall, clear, hand-blown bottle, with a distinctive glass palm tree at the base. According to the company: "This eye-catching product is a natural for the discerning travel retail market."

The rum itself is distilled wholly from sugar cane, and is undiluted and "100% pure." It is aged in ceramic flagons for five years, with the result

being "a product of superb quality with a refined and delicate fresh cane flavour."

The product will be on display alongside the distillery's equally premium range of Anejo Single barrel agave Tequilas. Destileria Porfidio CEO Ponciano Porfidio said: "Few if any white rums on the market can rival our product for sheer quality and appeal. We are totally 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 self-indulgence."

