

# Cool classics for Autumn



**RUM OF DISTINCTION.** Destileria Porfidio's is putting its new premium single cane rum in the spotlight at the TFWA World Exhibition this year. Porfidio Triple-Distilled Single Cane Rum was launched earlier this year in the Americas and is said to be rapidly establishing a reputation among connoisseurs of top quality aged rum worldwide. It is distilled from only the finest sugar cane juice using traditional production methods, and is then aged in ceramic flagons for five years.

The rum is presented in a tall, clear glass bottle, at the bottom of which is a distinctive seahorse-shaped label.

**SHELLING OUT.** For Halloween, the company best known for its Guylian Chocolate Sea Shells, presents a range of new chocolate creations specifically developed for duty free and travel retail.

Guylian 'Les Exclusives' is an exclusive offer of the three best-selling Guylian chocolates in one gift box: Guylian's famous Chocolate Sea Shells; La Truffina (a creamy truffle encased in Belgian chocolate and covered with flakes of white, milk and dark chocolate); and Opus (the assortment with eight different tastes, from a mocha cream to an orange cream surprise). 'La Gourmet' is another assortment of Guylian chocolates presented in a 225g square box containing



**A SOFT TOUCH.** Aqua Sensitive is a skincare solution from Biotherm, designed for men with sensitive skin. It offers moisturising, ultra-soothing, oligo-thermal care, anti-irritation and anti-redness in one product.

According to Biotherm, Aqua Sensitive is the first skin care product to incorporate vectorised pure extract of thermal plankton. This active agent

has the ability to diffuse into the skin progressively and continue to do so for some hours. In tests, the company claims that after four weeks of use, skin irritation was reduced by 73% and redness was down by 66%.

The product has a white gel-cream texture and is absorbed immediately to avoid leaving a greasy finish. It is now available on European markets priced at €30 in travel retail.

**BAKING FOR CANNES.** Luxury Swiss baker Tarte Agathe will launch the Pépites collection of fine cookies at TFWA this month. The Pépites collection was developed by chief confectioner Jean-Pierre Aeby at the bakery in Lonay, using traditional recipes from the Romand region of Switzerland.

Highlights of the collection include: Les Pépites Chocolat Noir - a crunchy cookie encrusted with tender black chocolate nuggets; Les Pépites Chocolat Domino - inlaid with black and white chocolate nuggets; and Les Pépites Macadamia - made with gently grilled pieces of Macadamia nuts.

Alongside the Pépites will be many other temptations, including Tarte Agathe Coeurs (Coeur d'Oranger, Sablés and Couronnes Gourmandes).

According to the company, these products have been enthusiastically received in Europe and beyond since their first appearance at Cannes last year. They can now be found in travel retail outlets throughout France, Switzerland, Japan, Korea, the Maldives and at London Heathrow.

Chocolate Sea Shells and Opus. La Truffina 300g Luxe Ballotin is a hand wrapped 300g gift pack of creamy truffle-filled chocolates exclusively designed for duty free and travel retail. Guylian has now created a new ballotin with luxurious gold printing to optimise impulse sales opportunities in the gifting sector.

Other new gift concepts from this company include the Guylian Praline Cream Liqueur, sold alongside the famous Guylian Chocolate Sea Shells, to increase

the potential for gift purchasing. The original seahorse shape of the bottle (70cl) and the free 125g Chocolate Sea Shells make this package an original gift. This product has been tested this summer onboard UK/France ferries as well as in Brussels Airport and in Portuguese airports and results are said to be exciting.

Finally, to exploit the immediate self-consumption market, Guylian is launching the Guylian Sea Shell Bar (40g): a new chocolate bar filled with hazelnut praline.

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The rum is presented in a tall, clear, hand-blown bottle, at the base of which is a distinctive glass palm tree.