

# Product & Supplier News

If you're a kid at heart, this year's TFWA Exhibition in Cannes will be just like Christmas — new goodies everywhere you turn. It's the exciting time of year when companies display their new products, like a new mom with her baby. *The Americas Duty Free & Travel Retailing* is filled with descriptions of these new products in features throughout this issue, and below is yet another selection.

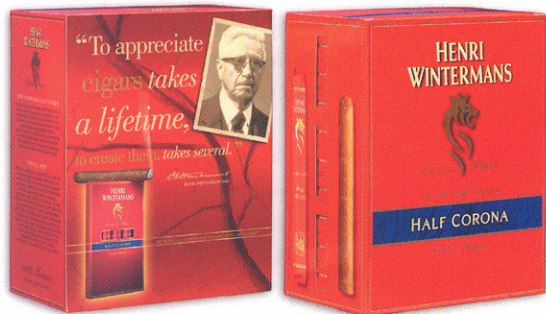
## Tobacco

### New look, same cigar

Henri Wintermans is transforming its Half Corona 50's packaging look on the travel retail shelf.

The pack will first be shown at the TFWA Exhibition in Cannes, sporting the color red with a striking new design. The revamped design aims to lure customers looking to buy gifts for others or themselves.

Henri Wintermans says the pack looks like an enlarged version of a standard Half Corona 5's pack.



▲ The revamped packaging of Henri Wintermans Founder's Blend Half Corona 50's Travel Pack is done in red

### Sweet cigars

Agio Cigars presents Mehari's Filter Sweet Orient. Agio Cigars hopes that exhibiting this vanilla-flavored cigar at the TFWA WE will fulfill the new demand of flavored filter cigars. The Mehari cigarillos are now available in five varieties, Java, Ecuador, Sweet Orient, Brazil and Filter Sweet Orient.

### Make that Magnum

Imperial Tobacco launches its new Davidoff Magnum flagship brand at stand M38 Red Village. The carton has been redesigned to reflect the premium image of the brand while highlighting the most exclusive cigarette, Magnum.

"Davidoff Magnum is the flagship and image carrier of the Davidoff family and

therefore both its content and packaging must reflect the ultimate quality status it so richly deserves," comments Thomas Veit, Imperial Tobacco marketing director.

Magnum's supporting campaign features the black Classic carton on a black background and a pearlescent white Lights on a white background. The M38 stand has an additional spot where meeting rooms can be formed as zones to conduct business.

### Imperial gets racy

Imperial Tobacco is introducing an eye-catching new design for the duty free Exclusive exhibition, and the West Lights Formula Edition pack can be seen for the first time at TFWA World Exhibition this year (Red M38).

A leading brand in the Imperial Tobacco portfolio, West is all about confidence, independence, empowerment and enjoyment. With its new streamlined racing curves look, the West Lights Formula Edition pack (also available as West Silver Formula Edition), is designed to bring the fascinating and powerful world of Formula One racing alive.

## Wine & Spirits

### Irresistible Cognac

Kobrand International brings Alizé Bleu and other Alizé Cognacs to the TFWA World Exhibition at stand F1.

The blend of French vodka and Cognac, tropical passion fruit, cherry, ginger and exotic fruit juices comprises Alizé Bleu. The new blend consists of the highest alcohol content out of the Alizé family.

"Alizé has done it again — they have brought out a high quality Cognac blend which will be impossible to

resist. It will take its place in the 'speed rack' of cocktail mixes. Equally, backed by striking merchandising, it will be a powerful line extension in airport stores," says Lewis Johnstone, managing director at Alizé International.

### Mature rum

Flor de Cana extends its range of rum by adding a new member, 18-year-old Centenario Gold. It uses the slow-aged method, which lets the rum age naturally. The barrelhouses, which the rums are stored in, are built without air-conditioning, electrical ventilation or humidifiers. The company says this process ensures no excessive flavors or aromas are acquired.

### Sugar cane rum

Destileria Porfidio launches its first flavored rum at TFWA World Exhibition in Cannes. Porfidio Plata Single Cane Rum, Pasion, is pristine sugar cane rum compounded with fresh passion fruit during the distilling process. Also on the stand will be premium 100 percent blue agave spirits and pure triple distilled rum.

Porfidio Plata Rum can be enjoyed straight or on the rocks. "However, on the club scene it has proved to be a very versatile cocktail base, particularly mixed with fresh fruit juices, and we have therefore taken the bold step of designing our first fruit rum mix," says Kate Appleton of Essential Communications.

In addition, Destileria Porfidio presents natural sugar cane syrup as a perfect complement for Mojito cocktails. Porfidio sugar syrup is made from originally grown sugar cane and holds its natural dark color. The syrup is enclosed in a transparent bottle, a trademark palm tree at its core. Destileria Porfidio has been running a special trial promotion of its new products at duty free shops in the Americas and in some European duty free outlets.



▲ Alizé Bleu consists of the highest alcohol content out of the Alizé family