

## Urart Team in Antalya, Dufry, unveiled as first PVM winning store model award



(From left) Eric Vermetten, Global Account Manager Dufry, Yeliz Sir, Category Unit manager- Purchasing Confectionery, Fashion & Luxury hardgoods, Esma Musa, Global Product & Promotion Manager Food (Italy, Greece, Turkey, France & Africa) and Eylem Gül, Buyer Confectionery

Perfetti Van Melle has introduced the PVM Winning Store Model – a new award to reward its best-in-class retail partners that encourage the growth of the sugar confectionery category in duty free. Designed to create relevance for both retailers and shoppers, this new concept has been created to acknowledge those retail partners, who have embraced the potential of non-chocolate confectionery and moved towards the perfect in-store environment for PVM's key brands. 2019's winning store is Antalya.

Eric Vermetten, PVM's Area Sales Manager, recently presented the Winning Store Model 2019 award

to the local confectionery team of Uart in Antalya Airport with the presence of Dufry on November 28th, 2019.

Vermetten commented: "The Uart team are extremely dedicated and have the right retailer attitude, as well as good control of the supply chain and a trusted partnership with Dufry. For Perfetti Van Melle, Uart is the biggest single airport operation and it has created the perfect shopping environment for our confectionery buyers."

The strong focus on PVM's must-have assortment, along with fantastic visibility, strong promotions and excellent use of a Brand Ambassador made the Antalya location a front runner for the award.

Vermetten says: "We know that visibility is key for confectionery sales. This year Uart really went out of their way to create prominence for PVM brands such as our JumboRolls and our Backpack Slimwheel display. By introducing improved impulse buy furniture, we saw great results for our gum sales, while we were impressed by their cross-category approach of having a gum display in the tobacco area. This shows a very open-minded, forward thinking approach. "

Equally effective was the 2019 Sugar Festival, which gave excellent visibility to PVM brands, while the presence of Brand Ambassadors played a significant role in promoting the PVM range, including Chupa Chups and Mentos. "We believed that adding a second BA for a longer period of time would be essential for continuation of our y-o-y growth, and it seems we made the right choice" adds Vermetten.

The team was delighted to receive this new award. "We are very glad to be awarded as Winning Store," comments Yeliz Sir, Uart's Category Unit Manager - Purchasing Confectionery, Fashion & Luxury hardgoods. "This success is totally a result of great team-work!"

"We want to thank the whole Uart Confectionery team for their dedicated partnership, willingness to think out of the box, their trust and creativity. Thanks to them, we have achieved another year of good growth (+13%). We are looking forward to an even more exciting 2020 with our partners in Antalya," says Dennis van der Wulp, Travel Retail Director PVM.

For more information on the PVM Winning Store Model and how retailers can be considered for 2020, please contact Femke van Veen, GTR Marketing Manager PVM.