

# Distell furthers commitment to travel retail with new GTR Head of Marketing



Rachel Hawes has been promoted to GTR Head of Marketing for Distell

Drinks company Distell has stepped up its commitment to the travel retail sector with the appointment of Rachel Hawes as GTR Head of Marketing.

Travel retail is Distell's third largest division and the company says it is committed to enhancing the customer journey and developing its brands, such as Amarula, Bunnahbain and Nederburg wines, within the market.

Hawes' appointment is the latest step in this process, as she joins the team at Distell's London office, reporting to Travel Retail Managing Director Luke Maga.

"Rachel has worked across Distell's wine, spirits and cream liqueur portfolio for the past six years and has a strong track record of growing brand equity and consumer awareness," Maga said.

"Travel retail is a strategic channel for Distell International and Rachel's experience will help us to adopt best practices from domestic markets to showcase our brands on a global stage."

Hawes has worked at Distell for six years, in a range of marketing roles, working with the company's single malt and wine portfolio. She most recently helped steer Amarula's success while working as International Marketing Manager for the brand.