

Hanse Distribution announces strategic appointment



From L-R: Dennis Holst, Business Development Director; Stuart McGuire, Advisor; Nikolas Hogrefe, Managing Director; Jakob Barthe. Sales Director Inflight

Hanse Distribution has announced the appointment of Stuart McGuire in a Strategic Business Development advisory role. McGuire is the former co-owner and CEO of Scorpio Worldwide until his exit in 2019, and will continue his work as CEO at the Lovely Distribution Company Ltd.

Hanse is a supplier of global brands to all travel retail sectors with a focus on air travel. Founded in 2008, the company has become the major supplier to many clients including Condor, Lufthansa and Retail in Motion, plus retailers such as Lagardère.

Nikolas Hogrefe, Hanse's Owner and Managing Director, stated: "We are delighted that Stuart has joined our company. We have been good friends for many years, sharing the highs and lows of Travel Retail and indeed of life itself! At Hanse we are very proud to have survived the Covid crisis, and it's clear that there are now many opportunities to grow as we come out of the pandemic. Stuart's experience and contacts in the industry will help us to evaluate and secure these opportunities.

"I believe strongly in the travel retail business and have already heavily invested in building the team, recruiting Dennis Holst and Jakob Barthe in recent months, both very experienced and respected executives. We see strong demand from airlines in the Boutique and Buy on Board areas, and we have increased our portfolio greatly to satisfy this demand. We are also growing our business into duty free stores and our global footprint generally."

Stuart McGuire added: "I am very happy to be working with Nikolas as a Strategic Advisor. As Nikolas mentioned, we have been close friends for many years; indeed, he was one of my first clients when working at Heinemann in the 1990s. We share the same values and passion for the industry, and I am looking forward to helping Nikolas and his team secure new business in the years to come."