

ALFA Brands, Inc. and InnoTRI unite to bring delegates the FIRE & ICE event

CIHUATÁN
• RON DE EL SALVADOR •

PILLITTERI
ESTATES
Winery
CARRETTO
ICEWINE

You are cordially invited to the
FIRE & ICE
LAUNCH EVENT

Launch of the TR Exclusive from Cihuatán RUM and Presentation of Pillitteri Estates Winery Carretto ICEWINE.

Please join us for cocktails, conversation and hors d'oeuvres.

Save the date:
October 2, 2019
7 pm - 10 pm

Location: Le Zoa Bar
2, Place du Général de Gaulle, Cannes

Dress Code: casual chic
RSVP: support@innotri.com

ALFA Brands Inc.
Your Products Are Our Brands™

InnoTRI
Innovation Travel Retail International

Franco Gabriele, President, ALFA Brands, Inc. and Christoph Henkel, Co-Founder & Manager, InnoTRI invite delegates attending the TFWA World Exhibition in Cannes to join them at the *FIRE & ICE* event on Wednesday October 2 at Le Zoa Bar.

In light of maintaining a line of communication with their clients, which started at the TFWA AP in Singapore, Gabriele and Henkel are offering a cocktail event.

Gabriele will present the Pillitteri Estates Winery Carretto Icewine collection, consisting of Vidal, Riesling, Cabernet Franc and Cabernet Sauvignon.



Making waves in duty free: The Pillitteri Estates Winery Carretto Icewine collection, consisting of Vidal, Riesling, Cabernet Franc and Cabernet Sauvignon

Pillitteri Estates Winery, located in the Niagara Falls region in Canada, is the world's largest Estate producer of Icewine, exporting to 35 countries and has won over 1,000 international and domestic awards.

The Carretto duty free exclusive multi-packs, are offered with a marketing program and competitive pricing. This combination allows for a great margin for operators, as well as offering consumers an excellent value for their money.



Cihuatán Obsidiana to be unveiled at TFWA, Cannes

InnoTRI presents the first limited editions *Nahual Legacy Blend* and *Nikte*. Both products are currently showcased in the Americas, The Caribbean and Europe including Penha, Heinemann Americas, DFA, Attenza, Top Brands, amongst other. The results have made it possible for *Nahual Legacy Blend* to be shortlisted as Star Product of the Year in Duty Free under USD100 for the Frontier Awards in Cannes 2019.

In addition to this InnoTRI will unveil travel retail exclusive launch Cihuatán Obsidiana .Cihuatán Obsidiana is the Salvadoran distillery's first travel retail exclusive rum. Obsidiana was sacred to all Maya, an enigmatic stone forged by the fire of god-sent lightning. Obsidiana was thus the ultimate gift from the Gods of Xibalba, its opalescent beauty used in intricate embellishments and its sharp edges as supreme protection. The Mayan Goddess Itz'papatl was the embodiment of Mayan Obsidiana, known as the "Obsidian Butterfly" whose ornate wings were carved out of this precious stone. She

would rise from Xibalba to keep travelers company and protect them under her magnificent wings.

Cihuatán Obsidiana exclusive traveler's edition inspired by the sublime concept of Mayan Obsidiana, in which beauty and strength become one. This unique premium rum blend is a rich composition with notes of lychee, cinnamon, fresh guarapo and toasted cashed nuts, and is reserved specially for the world traveler.

"During the exclusive launch event on October 2nd, 2019 – our industry friends and partners will be able to take a first look at the product and taste this unique and extraordinary rum creation," shares Henkel.

Save the Date and invitations have already gone out, and the pair look forward to welcoming everyone to RSVP and join them at Le Zoa Bar on Wednesday October 2, for the *FIRE & ICE* event.

Please ensure you RSVP to support@innotri.com to guarantee admission.