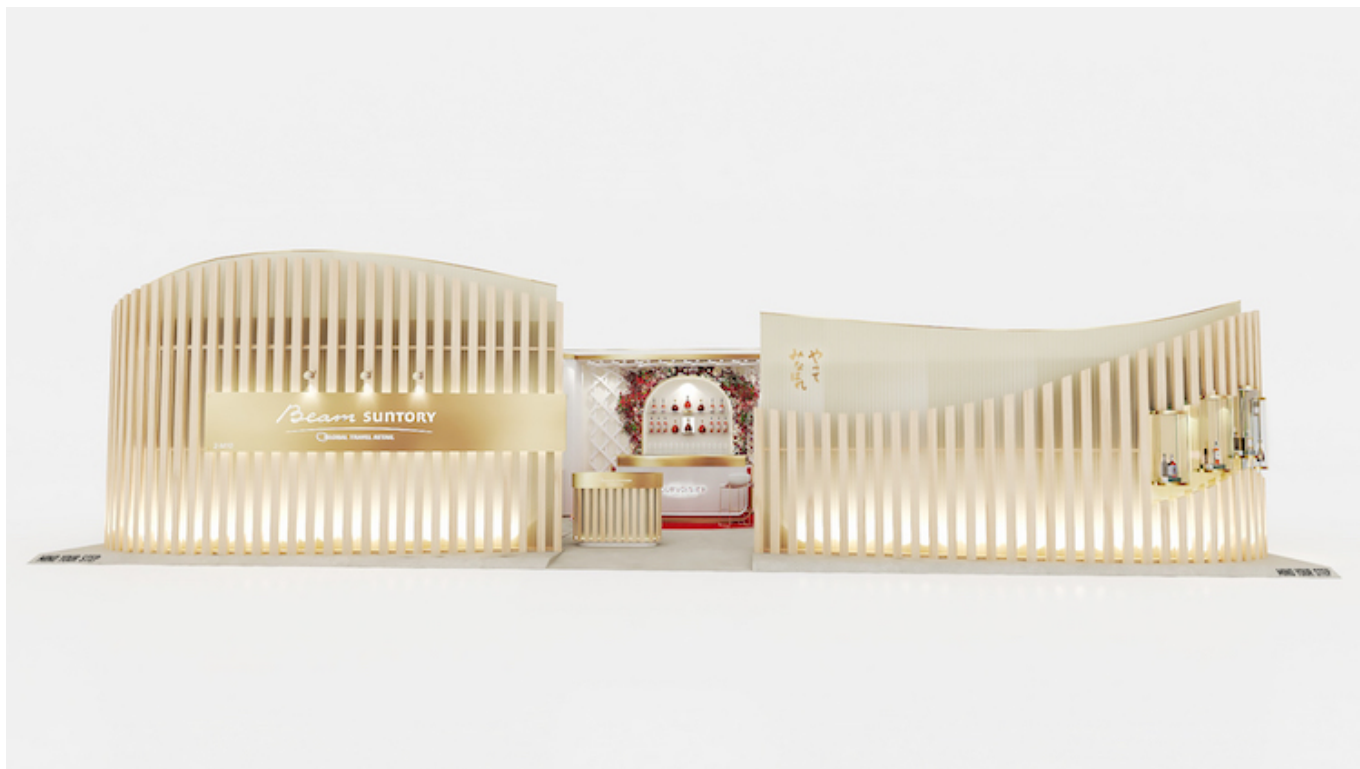


Beam Suntory returns to TFWA AP with focus on growing travel retail business



The Beam Suntory booth design at the upcoming exhibition

In line with its commitment to growing and developing its travel retail business, [Beam Suntory](#) has announced that it will be returning to the [TFWA Asia Pacific Exhibition & Conference](#) this year.

The company says it has an extensive program of new product development in place for 2023-2024, across its entire brand portfolio. These new launches will be supported by a series of high-profile activations, in partnership with key airport retailers.

In Singapore, customers will have the opportunity to experience a selection of the upcoming brand platforms that will be brought to life later this summer. Some of the most anticipated campaigns will focus on Bowmore, House of Suntory and Courvoisier, in line with these brands' strategic importance within the Asia Pacific region.

This year, House of Suntory is also celebrating its 100th anniversary of whisky making in Japan.

At the show, Beam Suntory will present its new and inventive activation concepts for Bowmore, in addition to compelling and captivating 'art of gifting' propositions for Courvoisier, designed to maximize the momentum created by last year's brand refresh and new launches, XO Royal and Mizunara.

"It's a real pleasure to be returning to Singapore, to see so many of our Asia Pacific customers, and to share our vision for the year ahead," commented Beam Suntory Global Travel Retail Managing Director Ashish Gandham. "As the region continues to open up and travel rebounds, we see enormous growth potential, and are ready to seize all the opportunities provided by such a discerning demographic of travelers.

"As the industry emerges from a difficult period, we are committed to innovate, invest and inspire. We continue to advance our premiumization efforts, and build our brand presence through sought-after exclusives and exceptional story-telling. This strategy helped to deliver exceptional channel growth for us in 2022, and we are confident that it will further drive the resurgence of travel retail in the year ahead."

Beam Suntory will be located at Stand 2-M10, Basement 2 at the TFWA Asia Pacific Exhibition.