

Campari Group GTR showcases ambitious growth and innovation in Cannes



Campari Group GTR brings Italian flair to TFWA Cannes with its Aperol Spritz terrace, offering attendees a vibrant aperitivo experience against the backdrop of the Cannes harbor

Campari Group Global Travel Retail (GTR) is set to make a strong impression at the 2024 Tax Free World Association (TFWA) World Exhibition in Cannes. The company will present an expanded portfolio of brands and innovations, highlighting its commitment to growth in the global travel retail channel.

Marco Cavagnera, Managing Director Global Travel Retail at Campari Group, stated: “Our presence in Cannes is a proud demonstration of Campari Group GTR’s bold vision for growth and innovation in global travel retail. This year marks a significant milestone as we present an expanded portfolio of brands and innovations to partners in Cannes. Building on the strength of our iconic Aperitivo brands, we are enhancing our GTR offering with new distribution entries and travel exclusives, particularly within the premium brown spirits category. Our broadened showcase remains deeply rooted in the cultural relevance and heritage of our brands, which we bring to life to inspire global travelers throughout their journeys.”



Courvoisier's iconic distillery stands as a symbol of Campari Group's strategic expansion into premium brown spirits, bolstering its travel retail portfolio

The acquisition of Courvoisier cognac this year is a key element of Campari Group GTR's strategy to elevate its presence in premium and brown spirits. This move aligns with the company's mission to drive premiumization in the travel retail channel, catering to the growing demand for sophisticated offerings among global travelers.

At TFWA WE 2024, Campari Group GTR will showcase innovative offerings across various categories, including American Whiskey, Malt Scotch, Dark Rum, Aperitivo, Cognac, "Mexican Gems" and Wine & Champagne. The company's booth will feature a digital facade providing a virtual tour of its spirits and wine universe, with brand stories and rich histories for each category.



The centerpiece of the booth is an innovative Negroni consumer engagement, featuring a digital presentation on crafting Campari's signature Negroni cocktail. This concept, designed to boost traveler engagement, will also be implemented in travel retail in-store activations

A unique feature of this year's presentation is the "RARE Boat" an exclusive experiential zone aboard the TENACITY, anchored in IGY Vieux-Port de Cannes. This space will host invitation-only masterclasses, including cognac sessions led by Thibaut Hontanx, Master Distiller and the seventh Chief Blender of Maison Courvoisier. The RARE Boat will also showcase premium innovations across key categories, exemplifying the highest standards of craftsmanship within the Group's portfolio.

For a more relaxed atmosphere, the Aperol Spritz terrace at the Palais des Festivals will offer a vibrant aperitivo experience from 5pm each evening. This space provides attendees with a taste of Italy's quintessential aperitivo culture against the backdrop of the Cannes harbor at sunset.



Thibaut Hontanx, Courvoisier's Master Distiller and seventh Chief Blender, set to lead exclusive cognac masterclasses aboard the "RARE Boat" at TFWA Cannes, exemplifying Campari Group's dedication to craft and heritage

Campari Group GTR invites attendees to visit its stand at Bay Village, Bay 42, promising an immersive encounter with the best of global Aperitifs and premium spirits.