

# Distell Global Travel Retail heightens US focus with InnoTRI distribution deal

Distell Global Travel Retail has announced a new distribution deal with Miami-based InnoTRI Limited (Innovation Travel Retail International) to support the company's development in the Americas region.

InnoTRI will be Distell Global Travel Retail's exclusive distributor for the USA and parts of the Caribbean from January 1, 2020, driving growth of the company's key brands, which are already prominent in the region. The primary focus of this partnership will be to grow the Amarula business, develop the travel retail exclusive range from Islay Scotch whisky distillery Bunnahabhain and increase awareness of Highland single malt Deanston and South African wine brand Nederburg.

As part of its commitment to growth in the Americas, Distell Global Travel Retail recently appointed Matthew Scott-Fairweather as General Manager - Americas.

Luke Maga, Managing Director, Distell Global Travel Retail, states: "The partnership with InnoTRI and the recent addition of Matthew Scott-Fairweather to our team puts us in a strong position to accelerate our brands' growth in what is an already well-established market for Distell Global Travel Retail. We've no doubt that Christoph and his expert team at InnoTRI will generate new opportunities to drive brand equity and grow sales in the region."

Christoph Henkel, Co-Founder & Manager, InnoTRI, comments: "We are delighted to add the internationally-recognized brands of Distell to our growing portfolio of premium and craft spirits brands. Since being founded in 2016, we have used a creative approach to focus on strategic opportunities for our partners and anticipate a bright future for Distell."