

Familia Torres joins Kreol Travel Retail distribution network



Celebrating a new partnership (from left to right): Bruno Teixeira, Torres Global Travel Retail Director, Lal Arakulath, CEO Kreol Group and Salim Frederic Isler, Torres Area Manager

Familia Torres has appointed Kreol Travel Retail as its duty free distributor for multiple states in India.

The Spanish wine producer has been available in India since 1979, but this agreement is expected to enable it to “tap into the unprecedented growing demand in India airport duty free for premium wines and spirits.”

Kreol Travel Retail CEO Lal Arakulath said, “We are delighted to share the news that Kreol Travel Retail has been appointed as the travel retail distributor of Familia Torres Wines for select locations on the Indian subcontinent.

“We have an experienced team with a deep understanding of the local markets and consumer preferences who will work with Familia Torres to tap into one of the fastest-growing wine markets in the world.”

Kreol Travel Retail has a strong distribution network supplying travel retail outlets at airports on the Indian subcontinent, with a portfolio of prestigious brands across various alcohol and beverage categories.

Familia Torres founded its winery in Villafranca del Penedès in 1870. Every generation has passed

on its passion for wine culture. The focus for today's fifth generation is on making wines from exceptional vineyards and historical estates, as well as on mitigating carbon footprint and recovering ancestral varieties as a way of adapting to climate change.

Familia Torres has a historical connection to Penedès, Conca de Barberà, Priorat, and Costers del Segre, and also in preeminent Spanish wine regions like Rioja, Ribera del Duero, Rueda, and Rías Baixas, and in Chile and California. Familia Torres is a member of Primum Familiae Vini, an association representing 12 of the oldest and most prestigious wine families in the world, and it is both the co-founder of International Wineries for Climate Action and the Association of Regenerative Viticulture.

Familia Torres Global Travel Retail Director Bruno Teixeira commented, "We are confident that this partnership will bring great value to our operators and further strengthen the Familia Torres Wines & Spirits position in the India travel retail channel.

"We look forward to working closely with Kreol Travel Retail to grow our business and share our passion for unique and exceptional brands with travellers in India."