

Halewood Wines & Spirits raises profile in Americas



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With its own stand at the 2020 Duty Free & Travel Retail Summit of the Americas, Halewood Wines & Spirits is set to raise its profile in the Americas.

In 2018 and 2019, the company, which is the largest independent alcoholic drinks manufacturer in the UK, exhibited under the umbrella of its American distribution.

This time around, Halewood will showcase its spirit brands at its own booth 507 in the Hyatt Regency Orlando from Tuesday, March 31 – Thursday, April 2.

Listed with most the biggest travel retailers worldwide, Halewood's award-winning Whitley Neill Handcrafted Dry Gin and its flavored variants have led the way in duty free & travel retail over the last three years. Broader business agreements with Lagardère, King Power, DFS and Lotte, to name just a few, will see the brand's footprint extended in 2020. The Americas region remains a core target.

Hard on its heels come the other artisan spirits from the Halewood portfolio including Mary-le-bone super-premium gin, Crabbie's Scotch Whisky, the Dead Man's Fingers rums and the evocative Sadler's Peaky Blinders Irish Whiskey.

Simon Roffe, Managing Director – Global Travel Retail, Halewood, says: "Whitley Neill Gin is already listed in key US gateway airport locations including New York (JFK) and Washington, with Los Angeles and San Francisco due to come online soon. The response from travelers has been fantastic. We have committed to additional promotions and activations with our existing US operators to drive the in-store visibility of the brand.

Roffe notes the brands are being rolled out simultaneously in the domestic markets in North and Central America and hopes the success of one will fuel the drive of the other.