

# Imperial Brands to spotlight sustainability agenda at TFWA WE



Christian Münstermann, General Manager Global Duty Free & Export and Travel Retail at Imperial Brands

Imperial Brands will shine a spotlight on its global brand offering and its sustainability agenda, as it returns to TFWA Cannes next week.

During the exhibition, Imperial will showcase its cross-category portfolio of leading brands including Davidoff, Gauloises, West and Rizla. These will be complemented by Imperial's more locally trusted brands such as Skruf for those in the Nordics, as well as Lambert & Butler and Golden Virginia for British consumers seeking moments of relaxation and pleasure in countless destinations.

"Tobacco plays a vital role in the collective recover of duty free and travel retail. It is one of the original categories in duty free which continues to drive footfall, leading to higher-cross category purchasing, and hence higher overall spend in markets where travel is recovery," says Christian

Münstermann, General Manager Global Duty Free & Export and Travel Retail at Imperial Brands.

The TFWA World Exhibition & Conference is the perfect opportunity to re-connect with industry partners, celebrate successes, as well as share exciting plans for the future, such as Imperial Brands' new global environmental, social and governance (ESG) commitments.

Placing the consumer first, Imperial Brands has continued to provide an innovative product range for all nationalities, while maintaining an agile and focused approach, despite the turbulences that the industry has faced. Its recent successful launches of various crush ball initiatives for brands ranging from Davidoff Evolve and Davidoff Reach to Lambert & Butler and Richmond, has been a testament to this.

"We expect this trend to continue going forward, which puts tobacco at the forefront of the sector's recovery. From cigarettes, fine cut, rolling papers, cigars, to snus and next generation products, we at Imperial Brands are here to help drive this growth with our cross-category portfolio," he adds.

Imperial Brands will be sharing more on its ambitious new ESG strategy, launched earlier this year. This strategy, which is fully aligned with the United Nations Sustainable Development Goals (SDGs), is built around three key pillars: Healthier Futures, Positive Contribution to Society and a Safe & Inclusive Workplace. These pillars will be the essence of Imperial's new booth at the exhibition, which has been crafted from sustainable materials, emitting less emissions and waste, for a better climate.

"There is no doubt that sustainability is a vital part of our industry today. This is why we are excited to share our new global ESG strategy, as well as achievements, with our partners in Cannes," he concludes.

The Imperial Brands team is looking forward to sharing more on these plans with partners and stakeholders in Cannes. For more information, please visit the Imperial Brands stand, GO 6 in the Golden Village, during the conference and exhibition.