

Pernod Ricard Global Travel Retail announces return to TFWA



The Secret Speyside Single Cask GTR collection

Pernod Ricard Global Travel Retail (PR GTR) says it is excited to return to [TFWA World Exhibition & Conference](#) in Cannes this October. PR GTR will highlight its leading brand portfolio and share updates on its ambition and strategy for the coming months, as well as showcase its position as a global industry leader in sustainable design.

Fully Sustainable Booth - meeting commitments and showcasing vision

Reflecting PR GTR's commitment to lead the channel's sustainable and responsible transformation, the show-stopping stand is being built with sustainability at its core. Developed hand in hand with B-Corp certified PIE factory, the stand boasts 100% sustainable design, production, and management.

Implementing Circular Making principles - Rethink, Reduce, Reuse, Recycle and Respect at every touchpoint, the design is utilizing sustainable materials such as aluminum framework, moss walls and recycled wood cladding, a reclaimed glass bar and impact positive furniture, recycled floor and signage, and low emission LED lighting and audiovisual. Every component is modular and reusable, virgin plastic free and with zero waste. This is the start point of a TFWA Sustainable Roadmap for PR GTR, which will measure the stand's impact year on year, as improvements are made in line with developments and with the remaining footprint being offset against gold standard carbon credits.

Circular Making is one of the four pillars which underpin the Pernod Ricard Group's global Good Times₁

from a Good Place Sustainability & Responsibility 2030 roadmap. By 2030, PR GTR ambition is to reduce the intensity of its overall carbon footprint by 50%, supporting Pernod Ricard Group's ambition to follow a net zero by 2050 trajectory.

This year attendees will be able to learn more about PR GTR's industry-first Lifecycle Analysis Tool for Retail Merchandising, launched at TFWA in 2021, which assesses the environmental implications of design for activation units and to accurately track data, set targets, and publicly report on the impact and improvement of retail projects. The LCA tool has been used for all PR GTR merchandising projects with key retailers for the past 12 months and a PR GTR Circular Making report will be available for our partners at TFWA Cannes for a full review of the environmental impact across merchandising.

Immersive brand exploration

Jameson has long been adopted as a local favourite in established whiskey markets such as the US, UK and Western Europe. Now ranked as the ninth premium spirit globally and reaching the ten million case mark in the 12 months ending June 2022, Jameson will bring the Irish Spirit to TFWA Cannes. The leading Irish whiskey in GTR will take centre stage with the launch of its "Like a Local" campaign - specifically created for GTR, bringing to life

Jameson's global ambition to "Widen the Circle." Reaching the traveler at every point of their journey, this new platform will inspire Jameson fans to explore, drink, eat, celebrate, and mix like a local, wherever they are going.

Alongside Jameson, Pernod Ricard will highlight and share key updates across the portfolio including Royal Salute, Chivas Regal, The Glenlivet, Absolut Vodka and Malfy Gin.

Mohit Lal, CEO PR GTR said, "As the travel retail industry recovers from the challenges over the past couple years, we are once again excited to return to the TFWA World Exhibition & Conference. The event is a great occasion for us to connect with key partners across the travel retail ecosystem around the world to discuss the opportunities and challenges facing the sector in today's climate."

Liya Zhang, Vice President of Marketing PR GTR said, "The TFWA World Exhibition & Conference in Cannes is a key event for us to immerse our customers and partners in the spirit and energy of the brands across the PR GTR portfolio whilst discussing the how we can support as the sector continues to recover.

"We are excited to showcase our innovations and credentials, particularly in the sustainability space as the only supplier to be implementing the LCA Tool on a global scale, across 100% of retail projects."

Speaking of the opportunity for Jameson, Lisa McCann, Group Brand Director said: "Jameson has long been recognized the world over for evoking a sense of home as travelers embark on new journeys around the globe. GTR presents an opportunity to continue our fantastic growth trajectory, bringing this sense of community to a wider, global audience. We are looking forward to welcoming our partners and customers to our sustainable bar in just a few months' time, inviting them to experience Jameson in Cannes 'Like A Local.'"