

# Rémy Cointreau GTR returns to Cannes with new leadership team and latest innovations



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Rémy Cointreau Global Travel Retail (GTR) has announced its participation at the TFWA World Exhibition & Conference, taking place in October. This edition marks the first global trade show fronted by the newly appointed GTR leadership team, who will showcase an elegant presentation of the latest product innovations from Rémy Cointreau's portfolio of exceptional spirits.

With business expected to return to pre-pandemic levels this year, Rémy Cointreau Global Travel Retail is charged with accelerating growth in the travel retail and duty free ecosystem. In Cannes, the leadership team will meet with key retailers, distributors and industry partners to share how Rémy Cointreau aims to craft an exceptional journey for every traveling client.

Overseen by Ian McLernon as CEO for EMEA, Asia Pacific and Global Travel Retail, the refreshed leadership team, comprised of Fida Bou Chabke, CEO, Global Travel Retail; and Alice Hoffmann, Marketing Director, Global Travel Retail, is set to reach new heights with the support of the full GTR team.

Ian McLernon, CEO for EMEA, Asia Pacific and Global Travel Retail, commented, "This is a key moment for Rémy Cointreau as we reaffirm our long-term commitment to global travel retail at the industry's premier showcase in Cannes. Our dynamic new leadership team is set to breathe new life into our efforts to grow the Group's luxury brand portfolio in this strategic channel. Through investing in our TFWA presence, we aim to strengthen our valued partnerships by creating an exceptional journey of brands portfolio discovery. We look forward to meeting with key stakeholders to build a bright future for our brands within global travel retail."

Fida Bou Chabke added, "We are thrilled to showcase our brands and novelties at TFWA. I look forward to meeting with our partners and representing Rémy Cointreau Global Travel Retail on this

occasion. With travel retail's post-pandemic rebirth, this event is an unrivalled platform to demonstrate how our offer meets the key priorities of clients and partners, in particular how we are bringing innovative "retailtainment" concepts and a strong sustainable mindset to the channel. We also have ambitions to strengthen our brand awareness, hopefully becoming top of mind in the luxury shopper journey, historically focused on fashion and cosmetics."

Among the innovation on display, Rémy Cointreau will showcase upcoming brand campaigns and innovations from The House of Rémy Martin, featuring Rémy Martin and Louis XIII Cognacs. This TFWA edition is also a key milestone for Champagne Telmont. The Maison's distinguished organic champagne, Réserve de la Terre, will make its debut, offering every traveling client a taste of celebration and elegance combined with high standards of sustainability.

Key brands such as Bruichladdich, Metaxa, St-Rémy, Mount Gay Rum, Cointreau and The Botanist Gin will also be on display, as they preview their upcoming novelties, including an exciting new range for Bruichladdich.



The space will be anchored by the Rémy Cointreau bar, serving expertly crafted drinks for visitors

Underscoring its commitment to this international event, Rémy Cointreau has invested in an exhibition booth covering a floorspace of over 350 square meters, located within the Marine Village (3 Floor: Foyer 1A + 1B) of the Palais des Festivals. Anchored by the Rémy Cointreau bar, serving expertly crafted drinks for visitors, the Rémy Cointreau booth features private experiential zones for the Group luxury brand portfolio. In line with the Group's commitment to sustainability, the Rémy Cointreau exhibition space has been created with responsible design, transportation and construction principles in mind. The booth uses responsibly sourced timber, all elements are either fully reusable or recyclable, and low-energy LED lighting and water-based paints have been used throughout.