

Tito's appoints new representative for Canadian duty free channel



Across the country, Toronto-based Borders Duty Free Agency Ltd. has been appointed to represent Tito's Handmade Vodka in the duty free channel

Effective August 1, 2020, Toronto-based Borders Duty Free Agency Ltd. has been appointed to represent Tito's Handmade Vodka in the duty free channel in Canada.

Recognized as one of Canada's top duty free agencies, Borders Duty Free will be responsible for growing and maintaining sales and distribution, as well as executing strong store-level programs for Tito's at all of Canada's prominent land border and airport duty free outlets.

"When people shop in duty free, they're looking for world-class brands that deliver high-quality at an attractive price point - Tito's Handmade Vodka delivers exactly that. We're excited to add Tito's to our portfolio and look forward to working with our duty free retailers to continue growing this dynamic brand across Canada," shares Augie Giansante, General Manager of Borders Duty Free.

Earlier this month, Tito's' former Canadian duty free representative, Bill Harvey from WFH Travel Retail Inc., announced his retirement after more than 20 distinguished years in the industry.

"Bill Harvey has played an important and valuable role helping grow Tito's and so many other top spirits and wine brands in Canada. We congratulate him and wish him much success in his next chapter. We're looking forward to working with Borders Duty Free to continue to build on our goal of introducing travelers throughout Canada to America's Original Craft Vodka," adds John McDonnell, International Managing Director at Tito's Handmade Vodka.