

Treasury Premium Brands expands wine listings with Dufry



The partnership is helping expand the wine category across Dufry's global locations

[Treasury Premium Brands](#) (TPB) has announced an expanded number of wine listings across Dufry's global locations for its millennial-favorite [19 Crimes](#) brand. TPB has also expanded its luxury range, with the launch of [Beaulieu Vineyards](#) across Dufry global locations from January 2023. Beaulieu Vineyards Georges de Latour, Beaulieu Vineyards Tapestry, Beaulieu Vineyards Rutherford, and Beaulieu Vineyards Napa Valley Cabernet Sauvignon comprise the extended wine offer now available.

The latest 19 Crimes listings news follows two highly successful three-month-long brand activations at London Stansted and London Heathrow in 2022 and 2021, respectively. Hailed by World Duty Free as its most successful wine promotions in the UK duty free market to date, the extended and permanent listings are a sign of the growing wine category within the sector. Later this year, in the summer, there will be a further 19 Crimes activation in London Gatwick and exciting Halloween activations in the planning. The Gatwick site will include the popular personalization labels promotion, allowing travelers to upload their own photos to their purchased wine bottles.

"We are extremely pleased to see our GTR campaign for 19 Crimes taking off in partnership with Dufry as well as building the luxury wine category with Beaulieu Vineyards across key hubs. These new listings build on the work we've done to develop the 19 Crimes brand among travellers and show the great potential for wine to become an even bigger category in duty free," said Katherine Berry, Business Manager Travel Retail, Treasury Premium Brands in a February press release.

“We are delighted to be furthering our wine product offer in collaboration with Treasury Premium Brands,” said Paul Martin Dufry’s Liquor Product & Promotion Manager UK. “With popular and high-profile wine brands such as 19 Crimes and Beaulieu Vineyards joining fellow Treasury Wine Estate group brands such as Penfolds, it’s a great time to be expanding the wine category in global travel retail,” he said.

Treasury Premium Brands is also supplying the following new listed wines to Dufry:

- Gabbiano Chianti Classico
- Gabbiano Chianti Classico Riserva
- Gabbiano Venezie Pinot Grigio
- Monsieur de Cambon
- Cambon la Pelouse
- Belle Vue
- Aura de Cambon