

Duty Free Global announces a series of proactive developments

Duty Free Global (DFG) and Global Drinks Ltd (GDL) are pleased to announce their recently formed distribution partnership, created to build and extend reach for DFG brand partners within the Asia Pacific region.



Hong Kong based Global Drinks Ltd, owned and led by Managing Director, Harry Kartasis, is a specialist company dedicated to the importation and distribution of wine and liquor brands in Asia, both in travel retail and the high-end domestic market. Bringing his extensive expertise across the region to the partnership, Kartasis has previously worked with Bacardi, Moët Hennessy and, most recently, Distell as General Manager – Asia Pacific.

The partnership is part of a series of proactive developments that DFG have implemented this year, which also includes the appointment of Kerri Judge as Brand & Marketing Manager. Kerri, who has strong experience working in the Wine & Spirits industry, is working closely with DFG's brand partners on their strategies moving forward as DF&TR begins its recovery. The Brand & Marketing Manager is also managing the development of brand involvement for The Moodie Davitt Report's Virtual Expo, which is set to run in October. The event will provide a space for brands to connect with retail partners, with DFG currently developing engaging plans for showcasing brand partners and running masterclasses.

Furthermore, Barry Geoghegan, Founder & Commercial Director – DFG, has become a member of the Academy Advisory Group (AAG) for Duty Free World Council (DFWC), helping to support and shape the content of their Academy course, which runs in partnership with the Institute of International Retail (IIR).

"I am very pleased to be partnering with Barry Geoghegan and the team at Duty Free Global. I have long admired Barry's passion for his brands, his team and the travel retail channel. The collaboration between DFG & GDL gives both companies the opportunity to strengthen our brands across the globe, using each other's extensive resources and market expertise," comments Kartasis.

"I am delighted to join the amazing team at Duty Free Global and collaborate with our world class Wine & Spirit brands and partners in DF&TR. It's a particularly interesting time for seeking new opportunities and developing flexible brand and marketing strategies during this recovery period for the industry and we are already busy at work advising and supporting our brand partners in creative, relevant and effective ways for an even stronger come back," explains Judge.

"Global Drinks Ltd is the perfect strategic partner for our company, as we look to strengthen our

distribution and reach for the brands we represent in the Asia Pacific market. Harry and his company bring more synergies and structure to DFG in the region; from their back office and sales support teams, to their extensive Asian network, plus the welcome addition of warehousing in The Philippines, which provides a great hub for our brands.

With regards to the Virtual Expo, we are delighted Moodie Davitt have taken this great initiative to help us all connect together in this difficult time. It will encourage us all to develop new tools of passenger engagement in a changing world. Our brand partners are 100% behind this innovative approach to exhibitions and conferencing.

As the industry opens back up, I am very pleased to be able to offer my support and experience through the AAG with DFWC. Meanwhile, we remain hopeful that governments will look to give passengers incentives to travel in the future, including potential for increasing Duty Free allowances," adds Geoghegan.