

# Sazerac Company appoints Duty Free Global as GTR partner



Southern Comfort, Buffalo Trace and Fireball are some of Sazerac's popular brands that will be distributed by DFG

The Sazerac Company, which owns numerous well-known spirits brands, has appointed Duty Free Global (DFG) as its Global Travel Retail partner. DFG has recently expanded its team in North America, South America and Europe.

Sazerac's brands include Southern Comfort, Buffalo Trace Bourbon, Sazerac Rye Whiskey, Paddy Irish Whiskey, Corazon Tequila, Goldschlager, and many more. The Sazerac Company has roots that date back to the 1630s.

Barry Geoghegan, founder and commercial director of Duty Free Global commented, "On behalf of all the team at Duty Free Global, I just wanted to say how delighted and proud we all are to be representing some of the world's greatest brands in global travel retail. We have so much respect for all that the team at Sazerac has done to build world class liquor brands and more to follow with so many great projects coming on stream soon. We look forward to meeting all our great friends at the TFWA Hainan Special Edition virtually and in person at the TFWA World show in Cannes in October. It's been way too long!"

"We're excited to partner with Duty Free Global," said Christophe Beau, managing director, global sales, SazeracCompany. "The DFG team has a strong reputation for brand building in the duty free and travel retail channels and we look forward to continuing to develop our brands alongside them."