

# Tito's Handmade Vodka appoints Webb Banks for global travel retail distribution

The makers of Tito's Handmade Vodka, America's original craft vodka, recently announced that WEBB Banks will distribute the brand in global travel retail, effective October 1, 2019. The premium wine and spirits distributor for Travel Retail, the Caribbean and Central America, also represents Tito's domestic markets in the Caribbean and Latin America.

Previously, Tito was handled in the channel through Edrington Americas Travel Retail (EATR) and Duty Free Global.

"We have tremendous trust in WEBB Banks and we're looking forward to working with their travel retail team to help build Tito's Handmade Vodka in this critically important channel," says John McDonnell, Tito's Managing Director, International. "This consolidation of our partnership with WEBB Banks will amalgamate our distribution and provide a more cohesive approach, maximizing opportunities to drive Tito's rapid global expansion."

In duty free, Tito's is currently available in 45 of the top 75 global airports.

"By distributing Tito's in both the duty free channel in the Americas and the domestic markets in the Caribbean and South America, we're able to target consumers on what we call the 'travel trail.' This means we can provide a consistent brand message and price while people are away on vacation or business, as they travel through airports, cruise on ships, and visit restaurants, resorts and bars while in the region," adds Andy Consuegra, CEO, WEBB Banks. "This approach enables us to further build brand equity and drive growth for Tito's, and it's a tremendous honor to represent this great brand in the region and channels where we operate."

Adding to the news, WEBB Banks also announced several key personnel changes, reporting directly to Consuegra:

- Phillip Jarrell will move from Vice President Caribbean to Vice President Cruise Lines and Regional Accounts.
- Juan Carlos Rodriguez has joined the company in the role of Commercial Director, based in Miami. He was previously at Edrington Americas, and comes to WEBB Banks with more than 10 years' experience in the travel retail channel.
- Joe Arellano has also joined the organization as a Senior Key Account Director, based in New York. Arellano has represented iconic brands in the industry for over 25 years, most recently with Patrón Tequila.