

Distell GTR shares key business changes to boost AP business



With two decades of experience in the drinks industry, Derek Scott has been appointed as General Manager – Asia Pacific Retail, Distell Global Travel Retail

As it looks to strengthen its Asia Pacific business, Distell Global Travel Retail has announced strategic changes in personnel and distribution.

Effective immediately, the company has appointed Derek Scott as General Manager – Asia Pacific Travel Retail, and Fabrice International as its distributor for South Korea duty free & travel retail.

Scott was previously Brand Director – Malts & Black Bottle at Distell, a role which saw him responsible for setting the strategic and commercial direction for the brands, as well as leading the product development and portfolio strategy. His remit also included oversight of the brand homes at the distilleries. Scott has two decades of experience in the drinks industry and has held senior marketing and commercial roles at Beam Suntory and Burn Stewart Distillers & CL World Brands.

Fabrice International will be Distell's exclusive distributor for the South Korea duty free & travel retail market. Fabrice International works closely with leading South Korean duty free retailers such as Lotte Duty Free and Shinsegae Duty Free and represents several leading spirits, fashion and leather goods brands including Crystal Head Vodka, Meukow Cognac and Pourchet Paris.

"As Asia Pacific leads the recovery for the global travel retail channel, the key changes made to our travel retail business strengthen our position as we look to capitalize on opportunities in the region. Derek's wealth of experience coupled with Fabrice International's expertise in South Korea will be instrumental in growing awareness of our single malt portfolio in Asia Pacific," says Luke Maga, Managing Director, Distell Global Travel Retail.

"Since our founding in 2001, we've prided ourselves on introducing high-profile international brands to travellers in South Korea. We look forward to strengthening our spirits portfolio with Distell's iconic brands and to introducing them to major international airports and key downtown locations in South Korea," adds Colleen Chon, Managing Director, Fabrice International.