

Imperial Brands to reveal new appointments and product offerings at TFWA Cannes



Pierpaolo Pascucci, General Manager for Imperial Brands' Global Duty Free & Export, Travel Retail and Rizla business

[Imperial Brands](#) returns to the [TFWA World Exhibition & Conference](#) in Cannes this October with new faces to the team and an evolved tobacco and nicotine product offer to suit the needs of the traveling adult consumer.

Leading the team in Cannes is Pierpaolo Pascucci, the newly appointed General Manager for Imperial Brands' Global Duty Free & Export, Travel Retail and Rizla business. Bringing more than 14 years of experience in senior global leadership roles within Imperial Brands, including General Manager roles in Japan, Russia and Central Asia, he replaces Christian Münstermann, who has taken the position of Cluster General Manager for Imperial's Central and Eastern Europe domestic markets.

Alongside Pierpaolo Pascucci, Angela De Vera and Lucy Alepochoriti have joined the leadership team of Imperial Brands Global Duty Free & Export, Travel Retail and Rizla. De Vera has been appointed Head of Marketing, bringing over 15 years of experience in accelerating the growth of global brands in various FMCG sectors, including tobacco, alcoholic beverages, and beauty care.

Alepochoriti has been named the new Head of Corporate and Legal Affairs, succeeding Tobias Baude, who has taken on a new role within Imperial Brands as Director of Corporate Affairs for Next

Generation Products. Having previously held the role of Corporate Affairs Manager for Imperial Brands Global Duty Free & Export, Alepochoriti brings her experience in working on international regulatory and external affairs topics within the industry.

Together with the Imperial Brands team, they will be showcasing an innovative offer during the TFWA World Exhibition, adapted to the varied evolving needs of adult consumers, as travel has reached recovery in many markets around the world.

"It's a privilege to take on the position as General Manager for Imperial's Global Duty Free, Travel Retail & Export business, especially as we are seeing global trends of recovery," said Pascucci. "I would like to take the opportunity to thank Christian Münstermann for his impressive leadership during the recent years. Additionally, I would like to congratulate Tobias Baude for his new role and thank him for all his contributions.

We are delighted to be returning to the TFWA World Exhibition & Conference in Cannes this year with the newest members of the leadership team, at such an exciting time for both the industry, as well as for Imperial Brands. We remain believers of the strategic importance of this unique retail environment, and I personally look forward to continuing to build on the strong collaboration with our industry partners going forward."

Novelty is at the heart of Imperial's global offer, as the company unveils its new Brands for the World outlook with a complete cross-category portfolio. This will be brought to life for delegates on the Imperial Brands stand, with areas dedicated to the iconic Davidoff cigarette line, Imperial's global and British brands offer, as well as a forward-looking lounge focused on Next Generation Products.

"The recovery of travel has created a great opportunity for innovation, and we are excited to share our new brand visions and lines with industry partners at the exhibition," added Pascucci. "With our strong challenger DNA and distinctive cross-category leading brands, tailored to different preferences of customers travelling all around the world, Imperial Brands is committed to play an active part of the future of travel retail."

Imperial's Davidoff cigarettes brand will unveil its new brand identity at the show, which is tailored to the globetrotting smokers with an entrepreneurial spirit, who want to shape their future on their own terms. Alongside an evolving traditional tobacco offer, Imperial's booth will include a dedicated area for Zone X, the company's modern oral nicotine pouches line, amongst other exciting category offers that Imperial Brands has launched in recent months.

The Imperial Brands booth will be at the Golden Village, GO 6, during the TFWA World Exhibition & Conference.