

Lanson names Marian Geoffroy as travel retail head



New appointment Marian Geoffroy brings extensive market experience to global role

Champagne Lanson has appointed Marian Geoffroy as Head of Travel Retail, succeeding Albane Lussat. Based in Reims, Geoffroy brings over two decades of retail and international market expertise to the role.

During his 11-year tenure at Champagne Lanson, Geoffroy has overseen domestic markets across Europe, Asia and Japan. His previous experience includes managing the wine cellar business at Eletrolux/Dometic Group in Germany for three years and serving as Export Director for Champagne Lallier.

In his new position, Geoffroy will work alongside Loraine Wojcik, Trade Marketing Manager GTR & Export, reporting to Emmanuel Gantet, Export Director. The team will focus on strengthening Lanson's global travel retail presence by leveraging Geoffroy's extensive retail market knowledge

and international experience.

Emmanuel Gantet emphasizes the strategic importance of the appointment: "Marian's vast experience and strategic insight make him an ideal leader for our global travel retail operations. His dedication and expertise will be instrumental in driving Champagne Lanson's growth and enhancing our presence in key markets."

The appointment signals Lanson's commitment to expanding its presence in the evolving travel retail landscape while building on existing market momentum.