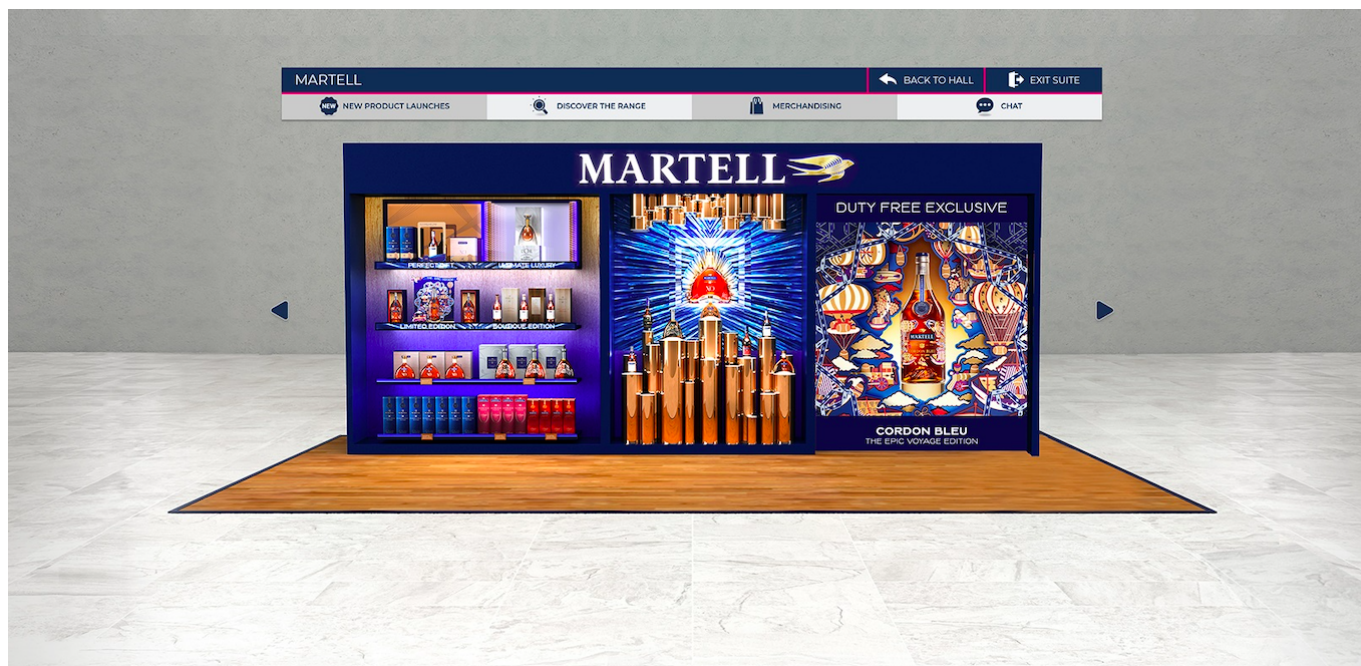


Pernod Ricard GTR speaks out about the future of the channel



Teasing new developments ahead of the Moodie Davitt Virtual Retail Expo, PRGTR will tackle topics such as consumer engagement, e-commerce strategies and the digitalization of travel retail

As the travel industry begins to re-build and re-examine priorities amid the global pandemic, businesses have shifted focus towards a new future for travel retail that sees airport safety at the forefront of development and decision making. Pernod Ricard GTR will be tackling topics at the Moodie Davitt Virtual Travel Retail Expo that include the digitalization of travel retail and the best ways to keep travelers engaged in and excited for the “new normal”.

“Covid-19 is sure to have a long-term impact on the travel retail industry and traveler shopping behaviors. At Pernod Ricard, we’ve taken this break in normal proceedings as an opportunity to re-imagine the future of retail within the channel. The Moodie Davitt Virtual Travel Retail Expo gives us the perfect opportunity to share these outputs while taking a collective look forward,” says Craig Johnson, VP of Marketing, Pernod Ricard GTR.

On Wednesday, October 14, attendees can join Craig in the Knowledge Hub for a discussion with leading industry experts. Along with a panel featuring Cameron Worth, Founder of Sharp End, Mudit Jaju, Head of Global E-Commerce at Wavemaker and Charlie Merrells, Global Strategy Officer at Molzi, the session will explore the future of travel retail through digitalization.

Moderated by Doug Newhouse, Retail Editor at Drinks Intel, the panel discussion will cover new innovations relating to the retail experience, global media, point-to-point and e-commerce strategies, as well as opportunities within the travel retail channel.

On Thursday, October 15, Pernod Ricard GTR’s own Strategy & Insights Director, Anuj Roy, will be joined by Martin Moodie, Founder & Chairman of the Moodie Davitt Report, in the Knowledge Hub to address the impact of Covid-19 on the travel industry.

On the afternoon of Monday, October 12, the group will welcome whisky connoisseurs to join them in the Experience Hub, hosting an immersion into the world of Chivas Regal with Master Blender Sandy Hyslop. Together with Alex Robertson, Chivas Head of Heritage and Education, the pair will explore the Chivas portfolio and house of Chivas signature style, introducing an exciting new NPD into the collection.

Using the virtual event as an opportunity to introduce new brand developments for Pernod Ricard, the brand will share exclusive first access to innovative new travel touchpoints from its brands such as the new Martell merchandising wall-bay. A GTR-specific retail feature format, the new design aims to capture the attention of consumers and provide an enhanced and engaging brand experience.

Pernod Ricard GTR's suite will be located in the West Zone of the Wine & Spirits Directory, which can be found through the Exhibition Hub and host booths for its core brands in the category: Chivas, Ballantine's, Royal Salute, The Glenlivet, Martell, Jameson, Absolut and Beefeater. The group will be releasing never-see-before products like its new Chivas Regal 13 Extra and Martell Cordon Bleu End of Year limited edition bottling, exclusive to travel retail.