

BHI creates new revenue streams

By **Hibah Noor** on November, 8 2018 | Fragrances, Cosmetics, Skincare & Haircare



Michael Beler, President of distribution group BHI speaks with Hibah Noor, Editor-in-Chief of *Americas Duty Free Magazine* about celebrating 30 years in the duty free business

Michael Beler, President of distribution group BHI, is using his expertise in distribution to offer new brands and services to Canadian border store operators.

Following the creation of a fairly new sales and marketing team, duty free customers will be able to tap into new opportunities and brands that were previously only offered to the domestic market under the BHI group's Beler Brand Management (BBM) distribution company.

Beler explained his thinking to *Americas Duty Free* during the FDFA Convention. "We're specialists in land border stores for Canada. There are 34 stores, and there's a finite sales volume available within the brands that we currently distribute. So how do we get new space and sales? The pop-up angle is where we're going," he said.

BBM offers a number of brands in the beauty category, and many additional brands are in the pipeline.





Beler shares his excitement of brands BHI offers, with more newness in the pipeline

The brands include TPR Holdings' Elie Tahari and Badgley Mischka fragrances from the two famous fashion houses; Lime Crime, a vegan Californian cosmetics line that's carried in Urban Outfitters stores; Korean beauty brand Dashing Diva Strong & Beautiful Nail Growth Gel System; and Jonzac, an organic, all-natural beauty brand with a focus on hand, face, and deodorant products in the CDN\$15-40 retail price range.

Because the BHI group controls the Canadian domestic market pricing, these brands can be offered at a reasonable price for its duty free customers, noted Beler, who envisages offering operators special features and pop-ups for their stores.

Retailers are under no obligation to keep any of the new brands long term, he added, explaining that they can try out a pop-up and see if it works before making a commitment.

BHI has just added the liquor category to its product portfolio for the first time, consisting of craft beers and coolers from fast-growing suppliers Iconic Brewing Co and Muskoka Brewery.

For the new venture, Beler's core operational company, BILSI, will handle the buying, warehousing, shipping, finance and IT.

BHI is celebrating its 30th year in the duty free business, and Beler has a heartfelt message for his customers. "It's thanks to our loyal supplier partners, great staff and, of course, the support of the duty free operators that enables us to keep going. Our goal is to continue offering new and innovative products and sales solutions that meet the demands of our clients while improving all aspects of the supply chain so that we can look forward to our next 30 years."