

Campari's travel retail team puts spotlight on Aperol in Orlando

By **Mary Jane Pittilla** on March, 22 2019 | Spirits & Tobacco



A recent bar installation for the Aperol brand at Atlanta Airport

Campari Global Travel Retail has big ambitions for the Americas and is taking its own booth for the first time at the Summit of the Americas show.

Diego Lord, Regional Director Americas, Campari Global Travel Retail, outlined the priority for its Aperol brand in the region.

“Aperol is a key strategic focus for the Americas and we are growing distribution fast, right across South America and the US, with several marketing activations in key airports, as well as border stores and on cruise ships.

“We are building on the continued global growth and appetite for Aperol. This iconic Italian brand also resonates with several consumer trends, especially the desire for great tasting lower alcohol drinks, as well as the aperitif moment and weekend brunch to share and enjoy with friends.”

Speaking about the cruise sector, he continued: “In the cruise market, for example, Aperol works at the pool, in the bar, for welcoming cocktails and in the destination Italian restaurants that are a feature of most cruise ships. Aperol therefore creates opportunities for our retail customers to increase sales by recruiting new younger consumers, both men and women, looking for drinks to suit a wide range of occasions.”

Whisky is also a key focus for the Americas, as Charles Rouillet, Marketing Director Global Travel Retail, explained: “We are partnering with retailers to expand distribution for Glen Grant Single Malt Scotch Whisky to keep pace with growing consumer demand and bring new news to the category.

“As more people discover its delicate and elegant nature and the overall accessibility of the multi-award-winning Glen Grant 10yo - voted Best Single Malt for the last six consecutive years in Jim Murray’s Whisky Bible Awards - they are motivated to come back and explore the rest of the prestigious range,” he said.