

Halewood's steep growth path in travel retail

By **Jas Ryat** on August, 13 2019 | Spirits & Tobacco



Exciting new flavors of Whitley Neill full-strength gin launched recently with key travel retailers

Halewood Wines & Spirits is making rapid progress in global travel retail with the launch of brands, fresh flavor variants, and exciting activations.

The company will boost its presence at the TFWA World Exhibition this year with a stand (Green Village J66) in addition to its yacht in Harbour Village.

Halewood will use this showcase to unveil its new Dead Man's Fingers travel-exclusive one liter range of rums and Crabbie's Single Malt Scotch Whisky, the latest brand in the portfolio.

Whitley Neill Handcrafted Dry Gin, the sixth fastest-selling gin in the premium and super-premium category worldwide and the #1 premium gin in the UK, continues to be the driver of growth in travel retail for the company.

Exciting new flavors of Whitley Neill full-strength gin launched recently with key travel retailers have added momentum. They include Blackberry, Pink Grapefruit, Parma Violet, Lemongrass & Ginger, Blood Orange and, the biggest seller, Rhubarb & Ginger variants.

Simon Roffe, Managing Director Global Travel Retail, Halewood, said: "Our figures show that the introduction of the new flavored gins has brought incremental gains; the existing sales are not being chipped away by the introduction of the latest sensational flavor. Sales of Rhubarb & Ginger, for example, have tripled in the last year across travel retail, and where new variants are added, such as the Lemongrass & Ginger with Dufry UK, the brand has continued to outperform all expectations."

He continued: "These full-strength gins, which offer uniquely a world of wonderful flavors, are exactly what the consumer is asking for and retailers love the rainbow colors of the bottles that really pop in an often bland spirits environment."

Whitley Neill Gin and The Pogues Irish Whiskey are being launched with 3Sixty&More in 26 airports

across the Americas, including Chicago, Orlando, Dallas, New York Newark, Philadelphia, Pittsburgh, Ottawa, and Cozumel. On the Canadian border, Whitley Neill will feature at a number of the major operators such as IGL, Peace Bridge's new store launch and Blue Water Duty Free.

In Asia, besides new listings for Whitley Neill in Australia, Malaysia and Thailand, Halewood is expanding its gin partnership with DFS, which will feature Marylebone Original and Cask-Aged Gins in its Spirits Festival in Singapore this September.

Up in the air, EasyJet has a Whitley Neill Pink Grapefruit 5cl exclusive until the end of October, in addition to the Raspberry and Rhubarb & Ginger flavors which are proving popular.

British Airways has chosen the new Whitley Neill Blackberry Gin one-liter as an airline exclusive for its duty free shop in Q4 and will also list Dead Man's Fingers Spiced Rum for the first time.

As part of a wider collaboration, Halewood is also supporting the summer-long Beach Hut bars serving miniature gin and rum cocktails in British Airways Heathrow Terminal 5 lounge.