

# Imperial Brands to showcase drivers of growth in Cannes

By **Jas Ryat** on September, 20 2019 | Spirits & Tobacco



The addition of *myblu* enhances Imperial's impressive line-up of brands and secures the name as a go-to in the tobacco industry

Imperial Brands Global Duty Free & Export is heading to TFWA World Exhibition in Cannes this year to show its unique and exciting portfolio across both tobacco and NGP products that will drive the market into the future.

Looking to further connect brands with travellers around the globe, Imperial recently launched its *myblu* vaping device into travel retail. Following the success of Beirut Duty Free, the team is planning a rollout to other key regions including UK, where the product is already a best-seller on the domestic market. The addition of *myblu* enhances Imperial's impressive line-up of brands and secures the name as a go-to in the tobacco industry.

While participating in the TFWA (Golden Village GO6), the company will demonstrate its full and innovative portfolio and how it's looking to build growth momentum for the future. Alongside *myblu*, Imperial will feature the new limited edition range from its market-leading Davidoff Cigarettes brand,

which remains its best performer in duty free.

Christian Münstermann, General Manager Global Duty Free & Export, Imperial Brands notes: “We are very excited to be returning to Cannes with our complete range, which offers the latest innovations and products across the whole tobacco sector for our duty free customers.

It is vital in today’s market to be able to offer customers a choice, with both NGPs and traditional tobacco products and that is what we at Imperial can do. Our products and brands are market leaders and we want to share how they can help create growth for the sector around the world.”

Imperial’s complete product offer will create a strong and stable platform for the industry to develop in the face of challenges across the tobacco sector.

“Imperial understands the vital importance of strong brands, a strong ethos and a strong team to create long-term value for customers and security for the industry,” says Tobias Baude, Head of Corporate & Legal Affairs, Global Duty Free. “With increasing challenges, such as the rise of Track and Trace and packaging restrictions, we are committed to working with our partners on compliant and pragmatic solutions which will create a sustainable future for both our brands and the tobacco industry.”