

# Imperial charts course for growth in Americas duty free

By **Mary Jane Pittilla** on March, 3 2020 | Spirits & Tobacco



Christian Münstermann, General Manager, Imperial Brands Global Duty Free & Export

Imperial Brands is bringing its new theme ‘Together As One’ to life at the Summit of the Americas 2020 show in Orlando, as the company sets its sights on leading the duty free tobacco sector in the region.

“The only way to chart a successful future for tobacco within duty free is if we work together,” said Christian Münstermann, Imperial Brands Global Duty Free & Export General Manager.

“‘Together As One’ isn’t just about providing a total tobacco offering across all categories in the sector, it’s about working together with our Americas partners and colleagues to providing them with

the right product, in the right place, at all times.”

Imperial Brands Head of Corporate & Legal Affairs Global Duty Free & Export Tobias Baude agreed, saying: “This is a challenging time for the tobacco market in the Americas and worldwide, but it is also a very exciting one. It is vital to have an impressive total tobacco offer and a strong network of connections with our colleagues and customers in the region to make sure we can overcome those challenges and make the most of the opportunities.”

Visitors to the Imperial Brands booth will share the brand’s vision for the future of the sector, with a strong cross-category portfolio complementing an already strong traditional tobacco offering, led by global brands Davidoff, West and L&B.

New to the Davidoff range, Davidoff Evolve, will, together with West, aim to build a strong foundation to meet the needs of customers in Latin American duty free.

José Rubiralta, Imperial Brands Global Duty Free & Export Regional Manager Americas, said: “The Americas is a key market for Imperial, and we look forward to sharing our new ‘Together As One’ ethos with our customers and partners in the region.

“This market has great potential for Imperial, and in 2020 we’ll continue to be the preferred tobacco supplier in the Americas. We also plan to expand our business in new and vibrant channels such as the cruise market, one of our biggest focuses for the next 12 months.”

Imperial Brands will exhibit on booth #423 at the Summit of the Americas 2020 show in Orlando.