

Tito's vodka accelerates growth in Americas duty free

By **Jas Ryat** on March, 11 2019 | Spirits & Tobacco



Tito's Handmade Vodka sampling at the Sao Paulo Airport Terminal 2 Departures store

Following a “very strong” performance in 2018, Tito's Handmade Vodka will share with delegates at Summit of the Americas 2019 how the craft vodka brand plans to further its success across the Americas duty free market.

At Booth 1, positioned inside the exhibition entrance, the Tito's craft cocktail bar invites visitors to discover the history of the brand and taste the craft vodka in a variety of cocktails.

All exhibition visitors are invited to Tito's Happy Hour on March 25-26, 5-7pm.

Tito's Handmade Vodka Managing Director International, John McDonnell, said: "The Tito's craft bar was a busy hub for customers last year and we look forward to hosting them again this year, inviting them to experience Tito's so they can see for themselves why it is a leader in the US craft spirits sector. We will take the opportunity to share our American Dream story and discuss how we can collaborate and up our game, accelerating this success to the next level."

In 2018, Tito's recorded high double-digit sales growth across duty free in the Americas, by ramping up visibility in airports and border stores and escalating activity with leading cruise lines.

Tito's presence was heightened with permanent displays and wall bays at four top airports in its homeland, including Philadelphia, Newark, Orlando and New York, as well as a storefront takeover at Boston Logan during the holiday season.

Permanent displays were also installed at airports in Cozumel, Mexico and Ottawa, Canada.

To achieve the ambitious 2019 growth targets, Tito's presence in airports will be intensified with more permanent displays and increased availability of Tito's eight-bottle range. This will reduce the impact of the out-of-stock issue, resulting from high consumer demand, according to the company.

South America duty free also posted strong growth, partly due to Tito's roll-out with Dufry into airports in Brazil, Argentina, Peru and Chile and the supporting sampling programs. These markets are expected to grow strongly in 2019 as brand awareness grows in the domestic markets.

In the cruise market, with partners including Celebrity, Royal Caribbean, Norwegian, Carnival and Disney, Tito's has increased visibility substantially, with more back bar placements, new cocktail listings and standout retail promotions.

Tito's innovative, limited-edition seasonal packs, which have been very well received in duty free, will again adorn Tito's bottles to mark Independence Day celebrations and also the holiday season later in the year.

"Duty free is an important channel for Tito's and we are focused on maintaining our upward trajectory and growing the craft spirits category overall," continued McDonnell.

"Tito's is at the epicenter of the American craft spirits movement and consumer affection for it is unparalleled. We have great plans in place for 2019 and are excited to see the year unfold."