DutyFree
& Travel Retailing Magazine

Travel Retail Consortium welcomes a new member: Loch Lomond Group

By **Laura Shirk** on January, 22 2020 | Associations

A snapshot of André de Almeida, Managing Director – GTR, Loch Lomond's Group

Travel Retail Consortium (TRC) is pleased to welcome a new member to its whisky category: Loch Lomond Group. An independent distiller and blender of some of the finest scotch whiskies in the world, Loch Lomond Group possesses a heritage that is amongst the oldest in its industry.

In February 2017, its bespoke Loch Lomond Whiskies Global Travel Retail range was first sold at Glasgow Airport's World Duty Free World of Whiskies store. Following the opening, the launch of the company's Glen Scotia GTR range exactly one year later. In September 2018, the group introduced its Littlemill Single Malt Scotch Whisky from Scotland's oldest licensed distillery to the channel.

André de Almeida, Loch Lomond Group, Marketing Director – GTR states: "The GTR channel is an

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important part of Loch Lomond Group's strategy and we are looking to continue growing and engaging within the duty free industry. On this basis, we are delighted to be joining the Travel Retail Consortium as part of that process.

Joining the TRC provides us with the opportunity to engage more actively within the GTR channel and grow our business network with professionals from across different sectors. With so much expertise within [The Travel Retail Consortium], we can share valuable knowledge and experience with other members and hopefully gain new insights and advice to continue growing within the industry."

Rebecca Hardwood-Lincoln, PR Relation Manager, TRC, adds: "We are delighted to welcome the Loch Lomond Group to the TRC. The company will certainly add value to the Consortium and complements the other member brands superbly.

The TRC is not all about business, we host various events throughout the year where we get to know each other and interact on a more personal level – so we definitely look forward to seeing André at our upcoming meetings and events and getting to know him better."

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