

Chao leaves Horizon Premium Brands, Huxtable takes over interim responsibilities

By **Ryan White** on July, 11 2013 | People



HK Global Trading Ltd today announced that former President of HK-owned Horizon Premium Brands José Chao left the company in mid-June to pursue other career opportunities. Interim responsibilities at the company's distribution arm will be taken over by Alan Huxtable, Vice President, Business Development & Commercial Director at HK Global Trading Ltd.

“I’ve known Jose for a long time and we’re good friends,” Huxtable told *Americas Duty Free* by phone today from his offices in Ft. Lauderdale. “I wish him the best of luck in future endeavors. He did a wonderful job of developing our brands and I’m looking forward to continuing this work.”

Horizon Premium Brands most recently attended the 2013 IAADFS exhibition in Orlando, showcasing a number of proprietary tobacco brands aimed at budget-conscious consumers, including Montana, Pitbull, Police, Laredo and Flore. Under Chao’s direction the brands were repackaged for a modern audience and received a positive response at the show.

“Originally developed for HKG’s travel retail stores on the Southern US border, it quickly became apparent that these brands have a lot of potential both in duty free and domestic markets, and we’ll be continuing to work with them in addition to introducing some exciting new brands in the months to come,” Huxtable told us. “We’re currently working with consultants who have a wealth of experience in the tobacco industry and we’re looking forward to what the future holds for the brands.”

In the coming months HK Global Trading Ltd plans on making an announcement regarding Chao’s long-term replacement at Horizon Premium Brands, in addition to a number of new appointments across the company’s other business units.

