

Quintessential Brands supports GTR channel with digital training platform

By **Jas Ryat** on June, 26 2020 | Spirits & Tobacco



As a response to COVID-19 and following a successful trial with Dufry, the international spirits company is launching a training platform that consisting of four modules and a follow up quiz to teach GTR sales teams all they need to know about gin

International spirits company and reigning International Spirits Challenge Gin Distiller of the Year, Quintessential Brands Group, is rolling out a digital training platform that aims to equip GTR sales teams with everything they need to know about gin, following a successful trial with Dufry.

As a response to COVID-19, the platform was launched to engage and educate employees during lockdown about the company's award-winning, premium gin brands, which include Greenall's, BLOOM, Opihr, Thomas Dakin & Berkeley Square. As restrictions are lifted, once frequent travel picks up, staff who have completed the training will be well-equipped to maximize sales, driving faster recovery of the channel.

Consisting of four modules, each to be completed within a week, the training is followed by a quiz on the material. The top five participants receive a Quintessential Brands 'Perfect Serve' G&T kit, enabling them to re-create the serves that they learnt about at home.

Following the completion of the Dufry training, 10 lucky winners have been selected to visit Quintessential Brands award-winning distillery for a gin workshop and a night on the town in Manchester's best gin bars.

Since the training tool launched with Dufry six weeks ago, 178 Dufry staff from across various retail sites have successfully completed the training. With feedback from Dufry resoundingly positive, Quintessential Brands plans to introduce this style of learning to other operators.

"We are very grateful to the team at Quintessential Brands for creating such a fabulous five-week

training package for our Dufry UK teams. The feedback I have received from people about how much they have enjoyed and appreciated this weekly training has been fantastic and it has really helped to keep furloughed staff engaged and energized about coming back to work and ready to sell,” says Ciara Hamill, Terminal Manager for Belfast Airport and Training Program Coordinator, Dufry.

“This digital training platform was born out of our desire to support our key GTR customers during these exceptionally challenging times. With the entire industry being affected by the pandemic, it’s vital that we remain positive and focus all efforts on ensuring a strong recovery for the sector when travel restrictions are lifted.

With over 250 years of gin distilling heritage, there’s no company more passionate or better qualified to talk about gin, so by helping to educate sales teams and engage them with our gin brands, we hope to help our customers to achieve strong sales when travel resumes,” adds Jonathan Marsh, Managing Director of EMEA and GTR at Quintessential Brands Group.