

Edrington Americas Travel Retail to end distribution deals with third-party brands



Juan Gentile, Managing Director Edrington Americas Travel Retail

Edrington Americas Travel Retail (AMTR) is to cease distribution of third-party brands to focus on growing its portfolio of wholly-owned super-premium brands.

Effective September 30, Edrington AMTR will no longer distribute Tito's Handmade Vodka and Illva Saronno brands, while its distribution agreement with Sazerac will end on December 31.

This move marks the last phase in a strategic realignment in the region. It began with the acquisition of Edrington WEBB Travel Retail Americas, allowing the business to own its routes to market and focus on supporting its super-premium portfolio, which includes The Macallan, Highland Park, The Glenrothes and Brugal.

Juan Gentile, Managing Director Edrington Americas Travel Retail, commented: "This rationalization of our portfolio is an important step as we continue to sharpen our focus and perfect our execution in the super-premium segment. In the Americas region we are now fully aligned with the overall Edrington strategy in travel retail and well positioned to drive our premiumization agenda.

"We would like to thank our third-party brand partners for their support and co-operation over many successful years and wish them all the best for the future."