

Imperial promotes new vaping brand on revamped Summit booth



Imperial's vaping brand myblu will be introduced to the Americas travel retail market at the Summit of the Americas

Imperial Brands Global Duty Free & Export is introducing its next-generation vaping brand myblu at the upcoming Summit of the Americas (Booth number: 423).

This year, the company's completely revamped booth will take the theme of Global Connections.

"Our theme represents our belief in Global Connections," explained Christian Münstermann, Sales & Marketing Director, Imperial Brands Global Duty Free & Export. "We're constantly seeking new tobacco trends while addressing global consumer needs. We aim to connect these needs with solutions and our goal is to always offer the best quality and most relevant portfolio in each location."

Added José Rubiralta, Regional Manager Americas: "We're excited to present our latest portfolio innovations and new initiatives as we connect with customers and retailers during the Summit of the Americas."

A key initiative this year is the introduction of myblu in the duty free channel.

"Following the successful launch in domestic markets across the world, we've gained solid learnings to launch this product in duty free," said Münstermann.

"In the coming months we will be launching myblu in the UK and US through partnerships with Dufry and other retailers and we will then roll it out to the rest of the duty free world."

myblu incorporates a one-step click-and-vape system and a wide flavor range of pre-filled liquid pods.