

Pernod Ricard Group talks shop and launches Royal Salute 25 YO Treasured Blend at TFWA '19



Featuring a couple of special guests, Pernod Ricard Global Travel Retail hosted a panel discussion in Cannes covering the future of the channel

The Pernod Ricard Group industry panel event took place earlier this month at TFWA Cannes in 2019. Alexandre Ricard, Chairman & CEO, Pernod Ricard Group, was joined by Mohit Lal, Chairman & CEO, Pernod Ricard Global Travel Retail, Mirko Wang, CEO, Jessica's Secret and Carolyn Childs, CEO, MyTravelResearch.com, to discuss the latest trends and topics affecting the channel.

During the panel discussion, Alexandre Ricard spoke about the critical role of global travel retail within Pernod Ricard, highlighting the innovation that exists within the channel. Ricard also touched on the impact of younger consumers drinking less and choosing quality over quantity, emphasizing the importance of premiumization and the group's strategy on addressing this topic.

Guests also had the exclusive opportunity to taste the newly launched Royal Salute 25-year-old Treasured Blend – the newest addition to its permanent range and the first 25-year-old expression in the Royal Salute portfolio.

In light of the news that the Advantage Report ranked Pernod Ricard #1 in the Wines & Spirits Category in Travel Retail, Mohit Lal shared what the business prioritizes to achieve such recognition from its customers, highlighting the importance of pro-activeness, collaboration and data.

Furthermore, Mirko Wang from Jessica's Secret spoke about smart technology, as well as connecting brands, retailers & consumers within the channel. Wang touched on plans to evolve the app into a pre-order platform, where travelers can book and pay on the app, picking up their goods at the counters of retailers.

Finally, Carolyn Childs from MyTravelResearch.com shared how travel retail brands are increasingly

tapping into the world of luxury – providing the exciting new world of Royal Salute as a prime example. Childs noted the new packaging exemplifies the perfect balance of modern and traditional, nodding to the brand’s rich storytelling and heritage.

Response to the exclusive reveal of the new Royal Salute 25-year-old Scotch whisky was extremely positive, with many captivated by the new packaging. Designed by

Kristjana S. Williams, the fresh look takes inspiration from the Tower of London’s Royal Menagerie.

Inspired by the Crown Jewels of England and created by Master Blender, Sandy Hyslop, the Treasured Blend combines precious and powerful whiskies first laid down a quarter of a century ago; today fit for modern royalty.

The Royal Salute 25 YO Treasured Blend is available exclusively in global travel retail from January 2020.