

Sandals joins Bluedog to grow liquor and confectionery



Former Dufry executive Nigel Sandals will head business development in the liquor and confectionery categories at Bluedog Productions Ltd

High-profile travel retail executive Nigel Sandals has joined production and events company Bluedog Productions Ltd to head business development in the fast-paced liquor and confectionery categories.

Sandals joins Bluedog on January 7, following a long career with travel retail giant Dufry.

Sandals joined World Duty Free Group in 1997, buying for a number of categories over the years including confectionery, tobacco, food and souvenirs.

In 2012, he was appointed UK Head of Buying, Alcohol & Tobacco, and was also a key member of the international purchasing function. 2016 saw him take on a divisional role within the alcohol category, accountable for the integration of a new buying department within the newly formed Dufry business model – 2,220 stores across 63 countries.

Said Bluedog CEO and founder Nick King: “I can’t think of anyone more suitably qualified to further develop the alcohol and confectionery portfolio of Bluedog Productions than Nigel. His retail experience is exceptional and, like all of us here at Bluedog, his attention to detail is outstanding. We’re delighted to welcome him to a team that is, quite simply, the best of its kind in global travel retail.”

Added Sandals: “I am delighted to be joining the incredibly talented and dynamic team at Bluedog Productions. With 20 years’ experience in the travel retail sector, I very much look forward to working with the team and continuing to develop its presence within the industry. The sector provides Bluedog a great platform to deliver exceptional consumer experience and engagement with some of the world’s leading brands.”

Bluedog’s remit is to help brands come to life through fashion shows, sports sponsorship,

conferences, award events, airport retail, product launches, fundraising events, trade stands, and bespoke design and build.