

Distell to unveil new stand at TFWA Asia Pacific to reinforce travel retail commitment

By **Jas Ryat** on May, 1 2018 | Spirits & Tobacco



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Distell's growing commitment to the global travel retail channel will take another significant step at the TFWA Asia Pacific show in Singapore next month with the unveiling of a dramatic new Africa-themed stand (Booth: B2/F27).

The South Africa-based wine and spirits company has ramped up its efforts in travel retail with new staff, expansion into new markets, increased channel-exclusive products and a higher focus on customer service initiatives.

The new stand is designed to showcase Distell's travel retail portfolio but with a heavy emphasis on the company's African roots.

The new stand is bright and airy, open on two sides with a distinct African motif reinforced by back walls depicting a 180-degree panorama of the view of Cape Town's Table Mountain from Distell's award-winning Durbanville Hills Vineyards.

Amarula, the company's flagship brand, is also represented with the centre column of the stand being shaped like a Marula tree that mushrooms into a canopy-type ceiling.

The company describes the new stand as "a wonderful environment in which to socialize with customers and partners and conduct business".

Distell's travel retail team worked on the stand with Jordan Design Ltd, a London-based design firm specializing in the communication of brand identity through 3D design.

"We are thoroughly delighted with the final design of the new Distell stand and are keen to unveil it at TFWA Asia. It truly represents the reinvigorated commitment of Distell toward the travel retail channel and will reinforce that message with the attendees in Singapore," explained Luke Maga, Managing Director, Distell Global Travel Retail.