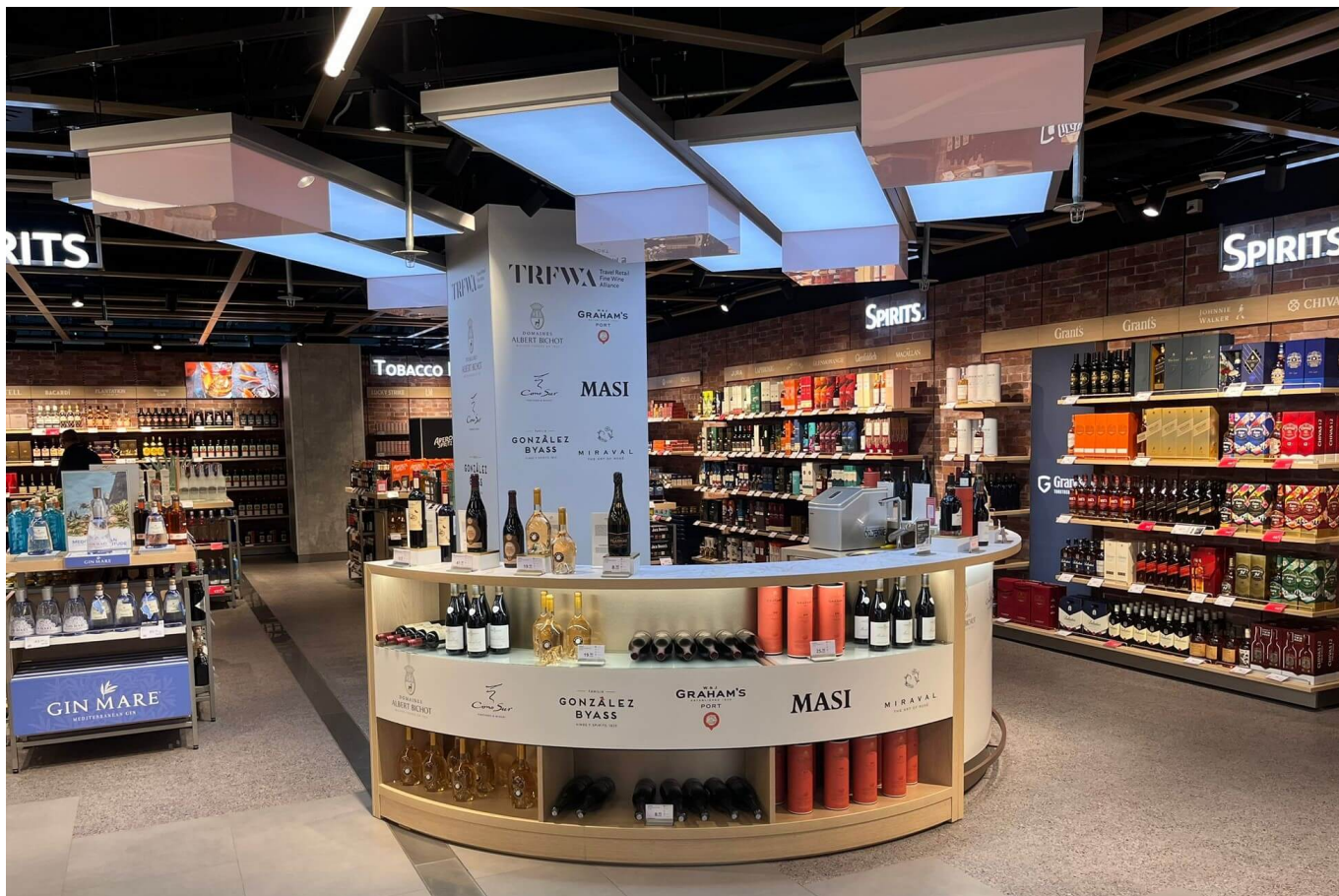


Travel Retail Fine Wine Alliance celebrates first in-store collaboration with Gebr. Heinemann



Travel Retail Fine Wine Alliance wines to the fore at Düsseldorf Airport

Looking ahead to their participation at the upcoming TFWA Asia Pacific Exhibition in Singapore, the six members of the Travel Retail Fine Wine Alliance (TRFWA) are hailing the success of their first in-store promotion in partnership with Gebr. Heinemann.

Passengers through Germany's Düsseldorf Airport during March and April have been able to taste the wines of the six wineries in two distinct bars located in Terminal B and Terminal C. According to TRFWA, the Dusseldorf promotion has offered wine lovers a unique opportunity to taste different terroirs and wine styles from six different areas in the world.

The range in tasting includes:

- Cono Sur Organic Cabernet/Carmenere/Syrah from Chile
- Masi Nectar Costasera Amarone from Valpolicella in Italy
- Famille Perrin - Miraval Cotes-de-Provence Rosé in France
- González Byass Cava Vilarnau Brut Nature Vintage from Spain
- Albert Bichot - Moulin à Vent Le Roc from Bourgogne in France
- Symington with Graham's 10YO Tawny Port from the Douro Valley in Portugal.

The tasting bars have been seen and appreciated also by much of the wine industry, passing through the airport to attend Prowein, the biggest international wine fair held every March in Dusseldorf.

A TRFWA representative said, "Our goal is to elevate the wine knowledge and the overall quality of the proposal within the travel retail channel. We are proud that for the first time we brought the message directly to the final consumers. We thank Gebr. Heinemann for offering us this opportunity as well as the agencies who supported us: Pioneers Production for the design and WeCan for the in store tasting activation."

Jens Peter Peuckert, Director Marketing at Gebr. Heinemann, commented, "We are delighted to be working with our trusted partners from TRFWA to bring the tasting bars at Düsseldorf Airport to life. Wine lovers can now explore new wines in a relaxed environment, and this venture provides us with the perfect opportunity to showcase our commitment as a valuable travel companion."

TRFWA at TFWA Asia Pacific Exhibition

The alliance rates the Asia Pacific region as "one of the regions with a greater potential of development for the Fine Wine category in travel retail".

González Byass, Cono Sur, Famille Perrin - Miraval, Masi and Symington will be present on a shared stand, B2-F19 while Albert Bichot wines will be available at Global Duty Free stand B2-F10.