



For immediate release

International Beverage Brings Gifting Focus to TFWA Asia Pacific

Recognising the importance of gifting within travel retail, International Beverage has announced a showcase of its most beautifully packaged brands for the TFWA Asia Pacific Conference in May.

Covetable gift packs from the company's award-winning spirits portfolio will be the focus, with a range of new designs, special gift cartons and travel retail exclusives all on display.

One of the stars of the show will be the new look **Hankey Bannister**, International Beverage's award-winning blended Scotch whisky. A striking new carton design brings to life the brand's 'Substance with style' proposition, with two contrasting patterns representing the differing personalities of the whisky's founders - the 'style' of flamboyant London socialite Beaumont Hankey and the 'substance' of his astute business partner, Hugh Bannister.

The new gift packs have been created for the brands two core expressions: Hankey Bannister Original and Hankey Bannister 12 Year Old (100cl), the new designs are evocative of Hankey Bannister & Co.'s 250 years of heritage in London's celebrated West End whilst reflecting the superb quality and taste of the whisky.

An exclusive new Thai travel retail pack for **Phraya** - the world's only luxury rum - will be on display. Distilled, matured, blended and bottled in Thailand, Phraya's new packs encase the brand's distinctive gold-cased bottle inside a sleek gilt and wooden box, perfectly showcasing the bottle on shelf and enhancing the rum's opulent appeal.

Also included will be an exclusive new 100cl travel retail gift pack from **Caorunn**, the company's super-premium small batch gin, handcrafted from five locally foraged and six traditional gin botanicals. Set to launch in UK and European travel retail markets retail in time for the peak summer gin season, the new box features dramatic scenery from Caorunn's 'wildly sophisticated' home in the Scottish Highlands, and mirrors the distinctive pentagonal bottle design for which the brand is renowned. Caorunn is the perfect choice for gin connoisseurs who enjoy a modern London dry gin with floral, fruity notes, clean and crisp with an invigorating finish.

James Bateman, Travel Retail Director for International Beverage commented: *'As a company committed to investment in the global travel retail sector, we are very aware of the*



gifting opportunity and the need to create packs that are special and desirable for shoppers in this market. The showcase of brands we are taking to TFWA Asia Pacific this year is exceptional.'

TFWA Asia Pacific Exhibition & Conference, which this year celebrates its 20th anniversary, is the most definitive regional trade event dedicated to the Duty Free, Travel Retail and airport services community. It will be staged in the Marina Bay Sands Expo and Convention Centre in Singapore from 10th to 14th May 2015.

International Beverage Holdings stand number: H27

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Notes to Editors

International Beverage Holdings

International Beverage Holdings Limited is one of the industry's most dynamic global drinks businesses. Established in 2006 as the international arm of ThaiBev, the company specialises in developing distinctive, premium local brands for global growth, with a portfolio that is led by a range of high quality Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the market today. These high quality brands are enjoyed by consumers in over 85 global markets and include:

- Chang, Thailand's iconic global beer brand
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Scotch Whiskies: Hankey Bannister, Catto's, MacArthur's
- Caorunn, a super premium small batch distilled Scottish Gin infused with 5 Celtic botanicals
- Thai spirits: Phraya, Mekhong

International Beverage's international operation is headquartered in Hong Kong, with two major bases in China and Scotland and a growing number of regional hubs around the world. The business is focused on the delivery of winning investment, sales and marketing strategies, International Beverage is committed to producing brands of character, representing the care and craftsmanship of the people



that make them - from the brewers of Chang Beer in Thailand, to the distillers of the fine single malt Scotch whisky Old Pulteney in Scotland. Crucially, the global development of every brand continues to be rooted in its home territory, supporting the company's mission to build authentic brands of outstanding character.

International Beverage is investing in ambitious growth across its global operation, employing over 850 highly skilled people across production, sales, marketing and finance, together forming an effective and expert international team. In 2011 the International Beverage portfolio outperformed the market with outstanding sales across all categories.