

SE **Business**

HD **TWE chases global traveller windfall**

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WINE: If Treasury **Wine** Estates, the makers of Penfolds, Wolf Blass and Lindeman's, could just entice window shoppers in duty-free stores and airport lounges to **buy** a bottle of **wine** the **company** could lay claim to an expanded revenue pool of more than \$US1 **billion** (\$1.13bn).

Treasury **Wine**, the world's largest listed **wine company**, has commissioned fresh research into the \$US39bn (\$44.3bn) global travel retail market to better understand the motivation of travellers, and believes there are lucrative opportunities in the rapidly growing niche retail channel.

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The winemaker said research, conducted in conjunction with Counter Intelligence Retail, showed that while a high number of people were engaged in the **wine** category this was not translating to sales as they headed into the departure lounge or passed stores on their way to pick up their luggage.

A closer relationship with international travel retailers and suppliers could help grow sales by more than 50 per cent by 2019, representing turnover of \$US3bn a year against only \$US2bn in current sales, the Treasury **Wine** report indicated.

Treasury **Wine**, whose Penfolds **wine** is a globally recognised luxury **brand**, has long had its eye on the global travel retail sector.

A deal inked last year with Nuance **Group**, one of the world's biggest travel retailers, saw a maiden stand-alone Penfolds store at Sydney airport, while the winemaker also recently launched airport installations for its Penfolds 2014 Bins and premium wines range at Dubai, London, Amsterdam, Singapore and **Hong Kong**.

The chance to grow **wine** sales at airport shopping centres is huge. The **wine** category remains underdeveloped at airports, lagging behind the spirits sector, which accounts for 70 per cent of all alcohol sales. Treasury **Wine** established a dedicated global travel retail team 18 months ago. New airports, especially in the Middle East and Asia, are also keen to hook in luxury brands for their retail precincts, such as Penfolds or Wolf Blass, and give Treasury **Wine** access to wealthy travellers looking for a gift to take back home or to their destination.

CO trzwn : Treasury Wine Estates Ltd

IN iairtr : Air Transport | iretail : Retail | i64 : Retail/Wholesale | itsp : Transportation/Shipping | i41 : Food/Beverages/Tobacco | i426 : Wine | ialco : Alcoholic Beverages/Drinks | ibevrge : Beverages/Drinks | icnp : Consumer Goods

NS ccat : Corporate/Industrial News

RE austr : Australia | apacz : Asia Pacific | ausnz : Australia/Oceania

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