



World Duty Free Group Wins 'Airport Retailer Of The Year' at Frontier Awards

London, 28 October 2013 - World Duty Free Group is delighted to have won 'Airport Retailer of the Year' at the 29th Frontier Awards, at TFWA's annual conference and exhibition in Cannes.

This coveted award was presented at the prestigious ceremony at the Hotel Martinez in Cannes on 23rd October. World Duty Free Group operates some of the most exciting and engaging airport shops in the world and is committed to creating stores that are at the forefront of airport retail. The 'Airport Retailer of the Year' award represents official recognition of the company's expertise and achievements in this increasingly complex and dynamic global industry.

When judging the awards, it was World Duty Free Group's innovation and their incorporation of the latest technologies into their stores, which really stood out for the panel of judges. They praised the creativity and foresight demonstrated by World Duty Free Group in its approach to travel retailing, with its focus on creating the ultimate airport shopping environments for its customers. In particular, its Contentainment™ digital marketing concept helps create dramatic and engaging 'in store' theatre for its customers and really brings brands to life, whilst helping brand partners themselves to showcase and sample their products to best effect.

Commenting on the company's success, Jose Maria Palencia Saucedo, CEO of World Duty Free Group said, "It is an honour to be chosen as winners of this exceptional award. Our vocation is to lead the travel retail sector through innovation and business development and we strive to work every day with professionalism, credibility and integrity. In World Duty Free Group we regard our airport and brand partners as our greatest asset and we want them to consider us the most reliable, efficient and innovative partner. This award reinforces our strategy and determination and we are all extremely proud of this achievement"



Image from the award presentation shows (from left to right):

Kristiane Henney (Editor - Frontier), Andreas Fehr (Managing Director - Mondelez World Travel Retail), Rafael Arias-Salgado (Chairman – World Duty Free Group), Eugenio Andrades (Chief Commercial Office – World Duty Free Group), Fred Creighton (Retail Operations & Logistics Director UK – World Duty Free Group), Isabel Zarza (Strategy & Corporate Development Director – World Duty Free Group), Sarah Branquinho (Business Relations & External Affairs Director – World Duty Free Group), Aurora Rato (Corporate Communications & Innovations Director – World Duty Free Group).

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