



## A.H. Riise opens new Caribbean Host duty free store at St. Thomas airport

US Virgin Island travel retailer A.H. Riise opened a new duty free store of approximately 900-sq-ft at the Cyril E. King Airport in St. Thomas in mid-March.

The new store, which operates under the trade name of Caribbean Host, carries a traditional selection of liquor, tobacco, fragrances, watches and jewelry.

Located in the boarding area past check-in, US Customs and TSA, the store is in a secure area so that customers will be able to take their purchases on the plane as a carry item.

"This location allows our passengers to avoid the LAGs issue," explains A.H. Riise co-owner and Vice President Filippo Cassinelli, adding that "we are very pleased to offer this convenience to our valued customers."

According to A.H. Riise Vice President Sebastiano Paiewonsky-Cassinelli, the Caribbean Host store was designed with input from US Customs, TSA, Border Control and the Virgin Islands Port Authority: "This airport store represents an unprecedented level of cooperation between the various entities involved," he told *Insider*.

A.H. Riise also operates an existing, second Caribbean Host store in another pre-security location in the airport.

Between 25-27% of St. Thomas' tourism traffic uses the airport, reports Paiewonsky-Cassinelli, which amounts to about 600,000 passengers a year.

"We are very excited about the new store, and the ability to offer world class shopping in the St. Thomas airport," he said.

The post-security Caribbean Host store was designed by Miami-based NK Newlook.



Offering a full selection of fragrances (left) and spirits (right), the location of A.H. Riise's new post-security Caribbean Host duty free store in St. Thomas' Cyril E. King Airport allows passengers to carry liquids on the plane.

## Airport and Aviation roundup: by the numbers

Aviation analysts expect about \$2 billion in industry-wide losses for the first quarter in North America, with most U.S. airlines expected to unveil big losses in the coming week or so. But many say this earnings season could be the beginning of a long-anticipated turnaround, said US industry trade organization Air Transport Association last week, quoting analysts that say airlines could post profits of \$1 billion in the second quarter and \$2 billion for all of 2009.

In fact, American Airlines, which released its

earnings on April 15, lost \$375 million in the quarter, beating analysts' estimates and sparking a big rally in AMR shares. Despite the loss, American Airlines says it has financing in place to take delivery of most of the 68 new 737s on order through the end of 2010.

For now, ATA reports that passenger volumes at U.S. airlines dropped 10% in March, marking the fifth consecutive month of declines on softer demand. March passenger revenue fell 23%

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### Kraft Foods reorganization separates TR division into a stand alone company

Kraft Foods has announced that as of April 20, 2009 its World Travel Retail division will become a separate limited liability company (LLC) as part of a re-organization of Kraft Foods' corporate structure in Europe.

With this new legal entity Kraft Foods' decision emphasizes its strong commitment to the global travel-retail market, said the company announcement.

KFWTR managing director Andreas Fehr said: "Kraft Foods was one of the original 'confectionery champions' in the early days of duty free and, of course, Toblerone has long been its iconic No 1 chocolate brand, so this new status reflects well on the new organization."

He added that by underlining its faith in a robust and sustainable travel-retail channel, its parent company is also showing its trust in a loyal and hardworking team which has proven success over the years.

KFWTR's portfolio of brands, headed by Toblerone, Milka and Côte d'Or, has established it as one of the channel's leading confectionery player.

Last year marked the centenary of Toblerone and the company held an unprecedented program of mega events that the company says resulted in record sales performances in travel retail and a number of industry awards.

"All this has further strengthened KFWTR's market position," he said.

Fehr concluded: "On a day to day basis, it will be 'business as usual' for our retail partners and suppliers, apart from a few minor administration changes, so I look forward to meeting the industry's challenges together – as we always have done."