

Duty Free Global to strengthen ASPAC distribution with new GDL partnership

Duty Free Global (DFG) and Global Drinks Ltd (GDL) have formed a new distribution partnership created to build and extend reach for DFG brand partners in Asia Pacific.

Barry Geoghegan, Founder & Commercial Director (left) is all smiles alongside Harry Kartasis, Managing Director, Global Drinks Ltd.

Owned and led by Managing Director Harry Kartasis, Hong Kong-based GDL is a specialist company dedicated to the importation and distribution of wine and liquor brands in Asia, both in travel retail and the high-end domestic market.

Kartasis previously worked with Bacardi, Moët Hennessy and most recently, as General Manager, Asia Pacific, Distell. Regarding the new DFG partnership he said: "I am very pleased to be partnering with Barry Geoghegan and the team at Duty Free Global. I have long admired Barry's passion for his brands, his team, and the travel retail channel.

"The collaboration between DFG and GDL gives both companies the opportunity to strengthen our brands across the globe, using each other's extensive resources and market expertise.

"With both Barry and I passionate Liverpool Football Club supporters, our spiritual song 'You'll never walk alone' has never been more apt as we support our brand partners and customers on this journey.

"We are confident that this collaboration will not only benefit both our companies, but most importantly, our clients, with our customers having access to an extensive portfolio of engaging brands as well as even more support in the region."

NEW APPOINTMENT

The distribution partnership is among several DFG developments this year, which include the appointment of Kerri Judge as Brand & Marketing Manager. Judge, who has a strong wine and spirits background, is working closely with DFG's brand partners on their strategies, as DF&TR begins its recovery.



According to DFG, she provides a direct link for brands, researching locations and the emerging travel retail landscape in detail.

Judge commented: "I'm delighted to join the amazing team at Duty Free Global and to collaborate with our world class wine and spirit brands and partners in DF&TR.

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“It’s a particularly interesting time for seeking out new opportunities and developing flexible brand and marketing strategies during this recovery period for the industry. We’re already busy at work advising and supporting our brand partners in creative, relevant and effective ways for an even stronger come-back.”

Meanwhile, Barry Geoghegan, Founder & Commercial Director, DFG, has become a member of the Academy Advisory Group (AAG) for the Duty Free World Council (DFWC).

Geoghegan will help shape the content of the **DFWC’s Academy course**, which runs in partnership with the Institute of International Retail. The Academy creates programmes for DF&TR professionals that address the characteristics and challenges of the industry.

He said: “Global Drinks Ltd is the perfect strategic partner for our company as we look to strengthen our distribution and reach for the brands we represent in the Asia Pacific market.

“Harry and his company bring more synergies and structure to DFG in the region; from their back-office and sales support teams, to their extensive Asian network, plus the welcome addition of warehousing in The Philippines, which provides a great hub for our brands.

“As the industry opens back up, I am very pleased to be able to offer my support and experience through the AAG with DFWC. Meanwhile, we remain hopeful that governments will look to give passengers incentives to travel in the future, including potential for increasing duty free allowances.”