

# KingofReach.com by B&S hails success of IAADFS Summit of the Americas



and duty-free marketplace, ramped up B2B marketing activity for its platform during last month's Summit of the Americas' IAADFS conference in West Palm Beach, Florida (pictured above).

As a result, the company reported increased business for its Americas operations. KingofReach.com by B&S joined the event with a 20 square meter open-plan stand, designed to emphasize the company's expertise as a single source supply solution across its global B2B channels - duty free and maritime - for its food & beverage brand partners. Brands with a stand presence at the conference included White Claw Vodka, Glendalough Whiskey and Gin and Bearface (as part of its partnership with Mark Anthony Brands International). Confectionery giants such as Mars Wrigley and Haribo were also represented on the stand.

KingofReach.com by B&S is investing in increased marketing activity as it moves towards a global reach solution for its wide range of F&B brand partners such as Diageo, Bacardi, Heineken, Brown Forman, Pernod Ricard, AB InBev, Unilever, Nestlé, William Grant & Sons, and Mars Wrigley. B&S is keen on digitalizing the travel retail industry with its B2B digital route to market, by offering convenience and quality to both suppliers and customers.

The Summit of Americas conference provided the company with a good opportunity to update its brand partners and distribution customers on its new regional approach, which focuses on total supply chain solutions, local brand ambassadors and marketing solutions.

Joris Broekmans, Global Sales Director of Duty-Free & Travel Retail, said, "The Summit of the Americas was a busy event where we highlighted our F&B supply chain platform's truly global, yet locally focused approach, alongside brand partnerships such as Mark Anthony Brands International, Mars Wrigley, Haribo, and William Grant & Sons. It is a unique single-source proposition for our key customers across the duty-free segment. This was a successful show, and we are pleased with the new and expanded business opportunities generated from the conversations at the event. Americas is a fast-growing market with many opportunities, the best is yet to come."

In 2023 the B&S team was divided into four strategic regions (Americas, Europe, Middle East & Africa, and Asia-Pacific) to further drive the company's global footprint. In these regions teams can now focus on customer needs to optimize brand distribution via the KingofReach.com platform and framework: digital solutions, category management, brand partnerships, and solution-based product sales. This localized approach to create value for brand partners is achieved via value pillars such as B2B e-commerce, data analytics, in-house marketing and customer email campaigns, and the global operational backbone. Through its regional division, the team has expert knowledge of local legislation, logistics and the latest market trends.

### **KingofReach.com by B&S at TFWA Asia Pacific**

The company will again partner with Mark Anthony Brands International to display key 'liquid on lips' spirits brands: Glendalough Whiskey and Gin, Bearface and White Claw Vodka at Basement 2, J10.