

MEDIA RELEASE

New Travel Retail Souvenir Supplier Launched in Australia

A new souvenir supplier – **Next 88** – has been launched into the Australian travel retail market.

Next 88, whose shareholders include The Moodie Davitt Report’s columnist and travel retail expert Ivo Favotto, will focus on providing souvenirs that are a bit different and reflective of the destination which tourists have visited.

The first Next 88 product to launch has been listed by major Australian destination retailer, awpl, at Sydney Airport’s international terminal.

The new souvenir stands out from the crowd - Australian-made shortbread cookies housed in an attractive collectible tin inspired by the iconic road signs warning of Australia’s unique fauna such as kangaroos, koalas, emus, echidnas and crocodiles. The product is a real reflection of Australian culture and flavours, while also being a bit of fun.

While Next 88’s first foray into the souvenir market is in the food category, imminent product launches will be in the wine, liquor and fragrance categories.

Commenting on the launch of Next 88, company Chairman Ivo Favotto said, “In all my years in travel retail, the constant feedback I have received from consumers is that they want something different. But travel retail has become so homogenised. That’s why I was happy to lend my support to Next 88.

“While the market for standard souvenirs is saturated, our goal is to turn everyday duty free categories into souvenirs,” said Favotto.

“Each region has so much unique product – you just have to go out there and find it and package it in a way that appeals to the travel retail market. It’s more work than just stocking the typical big brands but can be very rewarding in driving passenger spend rates.”

In a clear indication that Next 88 is targeting the Chinese market, the company has changed the classic Aussie road sign message from ‘Next 10km’ to ‘Next 88km’.



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“We recognise the importance of the Chinese consumer in Australian travel retail. The number 8 is auspicious for Chinese consumers and so we aim to appeal to these important customers, said Favotto.

“We are very excited to be launching our new range with such a quality retailer as awpl. They dominate the souvenir market at Australia’s major international gateway – Sydney Airport – and they are an excellent partner.”

Mr Costa Kouros, Managing Director of Australia’s market leading destination retailer awpl said, “we are delighted to be working with Next 88. awpl is always looking to partner with exciting and innovative new suppliers and we are very happy to be Next 88’s launch customer”.

For further details on Next 88, please contact:

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Attachments:

Attachment 1:	Souvenir iconic tin photo
Attachment 2:	Biscuit + tin photo
Attachment 3:	Ivo Favotto photo
Attachment 4:	Costa Kouros photo
Attachment 5:	In store merchandising photo
Attachment 6:	awpl new Australian Way store at SYD international terminal