

# World's best travel retail-exclusive (TRES) products revealed by The Moodie Davitt Report

LONDON, UNITED KINGDOM, May 19, 2025 /EINPresswire.com/ -- The Moodie Davitt Report proudly announces the results of the first-ever TRES Awards, a ground-breaking initiative honouring the finest duty-free and travel retail-exclusive (TRES) products and innovations worldwide.

TRES products can only be bought in airports or other duty-free locations.

The TRES Awards recognise outstanding achievements across multiple categories, with winners embodying unrivalled excellence in travel retail exclusivity.

The awards saw remarkable submissions, with winners like ARI's GAA Ireland Jersey collection and Biosota Organics' MGO 2100+ Manuka Honey showcasing cultural heritage and luxury gifting. Innovative campaigns, such as Mondelez's Cadbury 200 Anniversary and Avolta's Lindt Dubai Chocolate, leveraged viral trends and sustainability to captivate travellers.

The prestigious Patagotitan Award, the supreme honour, was awarded to The Dalmore Portfolio Series by Whyte & Mackay for its exceptional vision, luxurious limited-edition single malt Scotch whisky collection and impactful storytelling through a collaboration with Scottish artist Fraser Gray.

Key highlights include:

- TRES Confectionery Award: Mondelez World Travel Retail's Travel Collection, a top-selling blockbuster assortment uniting Toblerone, Cadbury, Milka and Oreo, with record distribution in 250 airports.



- TREX Cosmetics & Beauty Award: Shiseido Travel Retail Asia Pacific's NARS Voyage TREX sets.
- TREX Spirits Award: The Dalmore Portfolio Series – Whyte & Mackay.
- ESG-focused TREX Initiative Award: ARI's ECO in Portugal Duty Free, promoting sustainable national products and supporting global water access projects.
- TREX Fine Food Award: Biosota limited-edition MGO 2100+ – Biosota Organics.
- TREX Destination Merchandise Award: GAA Ireland Jersey collection in Dublin & Cork Duty Free – ARI.
- TREX Fashion and Accessories Award: Tom Ford Travel Retail Exclusive Sunglasses Capsule – Marcolin.
- TREX Fragrances Award: Chypre Parfum du Temps in Cyprus Duty Free – ARI.
- TREX Jewellery and Watches Award: Belle and Beau Multipiece Luxe Set – Kurate International.
- TREX Wellbeing Award: Sway #traveledition Functional Gummies – Triple Nine Hygiene.
- TREX Wine Award: Taylor's Port City Edition in Portugal Duty Free (ARI).

Judged by a distinguished panel – including Young Spirit Consulting Founder Tim Young, The Moodie Davitt Report Founder & Chairman Martin Moodie and Canny Kwok, a highly regarded figure in the Asian beauty and travel retail worlds – the awards emphasised genuine differentiation and exclusivity.

“Differentiation is key to creating real value in travel retail,” said Martin Moodie. “True TREXs offer products of unique quality that cannot be procured elsewhere, enhancing the channel's reputation.”

The TREX Awards underscore the importance of channel-exclusive innovation amid rising competition from e-commerce and local markets. The second edition is slated for later this year, promising to further elevate travel retail's global stature.

For full results and category details, [click here](#).

## About The Moodie Davitt Report

The Moodie Davitt Report is the leading international business intelligence platform for the global travel retail industry, delivering authoritative news, analysis and events.

Martin Moodie

The Moodie Davitt Report

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/813937046>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.