



FOR IMMEDIATE RELEASE

FRONTIER DUTY FREE ASSOCIATION ANNOUNCES WINNERS OF THE 2024 GOLD STANDARD AWARDS

Celebrating Excellence, Innovation, and Leadership at the 2024 FDFA Convention

OTTAWA, ON (November 21, 2024) – The 2024 Gold standard Awards recipients were proudly announced by the Frontier Duty Free Association (FDFA) during a gala evening held at the Omni King Edward Hotel in Toronto on Wednesday, November 20, 2024. This event, a highlight of the FDFA’s annual convention, brought together industry leaders to celebrate the millstones that define Canada’s duty free sector.

The FDFA Gold Standard Awards, a long-standing tradition, honour the dedication and achievements across Canada’s duty free industry through 13 Gold Standard Awards. New to this year’s awards are the “Trailblazing Women of Influence” award – celebrating outstanding women in leadership, and the “Rising Star of the Year” award, recognizing promising talent.

Reflecting on the association’s four-decade journey, Barbara Barrett, FDFA Executive Director, said, “This year’s celebration is special as we recognize 40 years of shared growth and success. Our industry is in great hands, with leaders dedicated to shaping the future of duty free in Canada.”

Barrett added, “Each winner exemplifies what makes Canada’s duty free industry stand out globally. The dedication and creativity these individuals bring to their roles make a lasting impact across the entire sector.”

The FDFA extends heartfelt appreciation to its sponsors, whose contributions play a vital role in celebrating excellence and sustaining the ongoing success of the Gold Standard Awards.

2024 FDFA Gold Standards Awards Winners:

Outstanding Duty free Employee of the Year – **Bill Cassford**, Queenston-Lewiston Duty Free Shop
(Sponsored by Retail Council of Canada)

Best New or Relunched Brand of the Year (Jewelry/Watches/Handbags/Accessories) – **Promaster Skyhawk A-T Snowbirds**, Citizen Watches of Canada
(Sponsored by Travel Markets Insider and The Moodie Davitt Report)

Best New or Relunched Brand of the Year (Confectionary/Food/Souvenirs) – **Ritter Sport Nut Selection**, Distribution Fontaine Inc.
(Sponsored by Travel Markets Insider and The Moodie Davitt Report)

Best New or Relunched Brand of the Year (Fragrance/Cosmetic) – **Le Beau Paradise Garden by Jean Paul Gaultier**, Distribution Fontaine Inc.
(Sponsored by Travel Markets Insider and The Moodie Davitt Report)

Best New or Relaunched Brand of the Year (Spirits/Beer/Wine/Tobacco) – **Crown Royal Blackberry, Diageo PLC**
(Sponsored by Travel Markets Insider and The Moodie Davitt Report)

Best Marketing/Merchandising Award – **Sault Ste. Marie Duty Free Store**

Outstanding Achievement or Innovation Award – **Sault Ste. Marie Duty Free Store**

Airport Duty free Operator of the Year – **ARI North America**

Supplier of the Year (Category A) – **Sayan Inc. / Miss Caprice**

Supplier of the Year (Category B) – **JTI-Macdonald Corp.**

Supplier of the Year (Distributor/Agent) – **Distribution Fontaine Inc.**

Platinum Award (Category A) – **Sault Ste. Marie Duty Free Store**
(Sponsored by Global Travel Retail Magazine)

Platinum Award (Category B) – **Queenston-Lewiston Duty Free Shop**
(Sponsored by Global Travel Retail Magazine)

Trailblazing Women of Influence – **Heather Howard**
(Sponsored by Bacardi Canada)

Rising Star of the Year – **Paul Lafleur-Woods, ARI North America**

FDFA Convention Star of Show – **Sol De Janeiro, Distribution Fontaine**

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*The **Frontier Duty Free Association (FDFA)** is the national association representing Canada's 32 land border duty free shops. Our mandate is to promote the development and success of the land border duty free sector by acting as a voice, advocate and business resource for members. Visit our website to learn more www.fdfa.ca.*

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