



PRESS
RELEASE

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Lagardère Travel Retail partner with iconic New Zealand brand, Whittaker's

Lagardère Travel Retail in Pacific region have formed an important and trusting partnership with Whittaker's to develop and launch the very first Whittaker's retail store, while keeping true to the Whittaker's brand values.

An iconic and well-loved New Zealand brand, Whittaker's is a family business specialising in chocolate dating back to 1896. The opening of this new store reflects the popularity of the chocolate with both New Zealanders, and increasingly with Whittaker's Chocolate Lovers globally.

Przemek Lesniak, CEO of the Pacific said of the opening "this is a proud moment for the Pacific team to partner with such an iconic Kiwi brand. To be able to work together to develop this concept and deliver the first ever Whittakers store is a true testament to a shared vision".

Located in Auckland International Airport in the departures terminal, this exciting space is entirely dedicated to Whittaker's. The store interior is dressed in their signature gold, encapsulating Whittaker's timeless, sophisticated style.

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Commenting on the arrival, General Manager Retail & Commercial of Auckland Airport Richard Barker said “we’re thrilled to have the first Whittaker’s store here in Auckland Airport as they reflect the best of New Zealand, a perfect fit for our retail goal”.

Offering all chocolate lovers the chance to be fully immersed in the Whittaker’s brand story, the store showcases the entire Whittakers range from the iconic peanut slab to the latest new flavours in the Destination and Artisan Collections, plus multi packs and gifting products. All travellers in need of an authentic Kiwi gift, or a treat for themselves will find this store the perfect convenience.



This new partnership signals the second partnership in recent times with iconic New Zealand brands, the first being NZ Rugby with the opening of the first All Blacks store earlier this year.

Lagardère Travel Retail operate several stores in Auckland Airport including Aelia Duty Free, RELAY, tech2go, Victoria's Secret Beauty & Accessories, Kiehl's, Hub Convenience, Eye Love and Official All Blacks.

Whittaker's is available in many of our 150+ network of stores in the Pacific region, including RELAY and NewsLink,

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TRAVEL RETAIL

ABOUT LAGARDERE TRAVEL RETAIL:

One of the four divisions of the Lagardère Group, Lagardère Travel Retail is a pioneering global leader in the travel retail industry. Operating 4,431 stores across Travel Essentials, Duty Free and Foodservice in airports, railway stations and other concessions in 34 countries worldwide, Lagardère Travel Retail generates €4.5 bn sales (managed 100%).

Lagardère Travel Retail has a unique holistic approach aimed at exceeding traveller's expectations throughout their journey, and optimising landlords' assets and partners' brands.

In Asia Pacific, Lagardère Travel Retail operates over 300 outlets in 16 airports, supported by professional local teams in Australia, New Zealand, New Caledonia, Singapore, Malaysia, Hong Kong, China and India.

PRESS CONTACT

Janette Doolan, Communications Manager

j.doolan@lagardere-traspac.com

www.lagardere-traspac.com

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