

PRESS RELEASE

Lagardère Travel Retail to introduce new Gourmet Destination concept to Adelaide Airport

FOR IMMEDIATE RELEASE

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Following on from recent successful tender wins in Adelaide Airport, the travel retailer has also been awarded the Destination concept, to be known as Southern Providore.

This new concept, designed specifically for Adelaide Airport, will bring a truly unique and iconic South Australian experience to Adelaide Airport. An evolution of the Icons concept, the gourmet wine & produce range in Southern Providore will be curated from this special part of the world.



Southern Providore will offer the passengers and visitors to Adelaide Airport a sensory tour through the very best local produce and gifts from South Australia. First and foremost, it will hero the local region and offer a small range of "best of Australia" to cater for international passengers who may not have the opportunity to visit. Southern Providore will include a boutique tasting café serving Cirelli Coffee, a local boutique coffee roaster, small plates of local fare, and a changing range of local wines, beers and spirits by the glass.

Enjoying strong and successful partnerships with Adelaide Airport and many local producers and suppliers from across the South Australian region, Przemek Lesniak says:-

"We are delighted that Adelaide Airport has awarded and trusted us with this exciting concept. We understand that travel is a sensorial experience and wanted to showcase this through a regional focus, so we specifically tailored Southern Providore for the Airport. It will ensure the travellers and community will enjoy a curated selection of the very best from SA, in a unique environment reflecting the region"



The 286 sqm store will be located centrally within the main departures zone of the Domestic Terminal, and will showcase a range of coffee, tea, condiments, cheeses, wines, chocolates, confectionery, health & beauty and gifting products from national and international brands, together with the best from the iconic South Australian region, including Penfolds, 23rd St Distillery, Haighs, Robern Menz, Charlesworth Nuts, Jurlique, Maine Beach, Cirelli Coffee and Bickfords to name a few.



Paul Ryan, Strategy & Development Director says of the new concept, *"in creating Southern Providore, we purposefully captured every sense to trigger memories, evoke emotions and stimulate curiosity. Southern Providore won't stay still, changing with seasons to offer the 'best of the best' .*

Capturing the essence and true sense of place, the unique store design of Southern Providore will seamlessly blend tasting with shopping by offering seasonal in-store tastings and resident farmers to market. Featured in-store will be an 'all Australian ute', the FJ Holden, a key link between the history of Adelaide and the supply of grocers and goods to market, dating back to 1856.



John Pearce, Adelaide Airport Head of Retail & Commercial – Terminal says: “The Southern Providore concept meets our brief to create a uniquely South Australian retail experience that will showcase the State’s wonderful wine and produce to the world. It will be a key component of our greatly enhanced retail offering as part of our wider terminal expansion now under construction.”

Lagardère Travel Retail were awarded in March 2019 the Duty Free and International F&B concessions in Adelaide Airport. They operate 13 stores within Adelaide Airport covering Travel Essentials, Duty Free & Fashion and Foodservices. The new stores will open throughout 2020 and early 2021.

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 4,400 stores across Travel Essentials, Duty Free & Fashion 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 travellers’ expectations throughout their journey, and optimizing 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.

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