



## MEDIA RELEASE

**Wednesday 14 December 2022**

### **NEW, LARGER DUTY FREE STORES OPEN AT ADELAIDE AIRPORT**

International travellers will be spoilt for choice with the official opening today of two bigger, brand-new duty free stores at Adelaide Airport, more than doubling the size of the previous stores in the airport's international arrivals and departures precinct.

Iconic South Australian brands such as Penfolds and Jurlique will feature heavily in the new-look stores alongside premium national and global brands like Chanel and Dior.

The Aelia Duty Free stores, operated by Lagardère AWPL, are part of Adelaide Airport's \$200 million terminal expansion that has seen a significant expansion and upgrade of international and retail facilities.

Travellers will enjoy world class brands & experiences across all categories of duty free across 800 square metres of departures and 400 square metres of arrivals space.

The range has been curated to showcase the best of global, Australia and South Australia with more than 150 square metres specifically dedicated to local, featuring more than 50 brands introduced to duty free for the first time.

The global beauty category has been elevated, now featuring the full 3 axis premium experience of Chanel, Dior & Estee Lauder together for the first time in Adelaide, fragrance specialty with Jo Malone and Skincare luxury with Crème de La Mer. The range also showcases South Australian icons Jurlique, plus beauty brands Hunter Lab, Salt by Hendrix and Glasshouse.

In liquor, global favourites and great local brands have equal billing, with a strong focus on craft gin. Australian distillers continue to produce some of the world's best gin with Four Pillars, Never Never, Prohibition, Kangaroo Island Spirits and Ink Gin the stars of the range.

Tastings at the Adelaide Oval Bar will help travellers narrow down their choice of leading local liquors. Featured brands include Brookies, Kangaroo Island Spirits, 78 degrees, Four Pillars and 23rd Street.

Highlights in the wine section include Henschke Hill of Grace, Penfolds Grange and the extremely rare Seppeltsfield 1922 100-year-old Para Vintage Tawny. Hidden gems include Soul Growers, Kellermeister, Bird in Hand and Petaluma.

Reflecting customer's desire for sustainably sourced products that are better for themselves and the environment, the store also features both low/no alcohol and low impact sections.

Travellers can shop the expanded range online and pre-order for both arrivals and departures at [www.aeliadutyfree.com.au/adelaide](http://www.aeliadutyfree.com.au/adelaide).

### **Quotes attributable to Adelaide Airport Managing Director Brenton Cox**

Adelaide Airport's duty-free offering plays a significant role in the overall customer experience of our international travellers.

We're delighted that many of our loved South Australian brands will sit side-by-side with global brands, showcasing the amazing products our State has to offer.

With a further significant increase in international services over the past month and international passenger numbers now well above 60 per cent of our pre-COVID figures, it's wonderful to see Aelia Duty Free open in time for the busy Christmas and New Year travel period.

### **Quotes attributable to Tourism Minister Zoe Bettison**

As tourism builds back, it is important for the Adelaide Airport to become a place that offers the ultimate shopping and travel experience for everyone visiting our wonderful State.

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Our goal is to engage every single visitor in such a way that they board their flight feeling special, relaxed, and inspired as they embark on their onward journey, taking away with them their fond memories of South Australia.

### **Quotes attributable to Lagardere AWPL CEO Costa Kouros**

The partnership between Adelaide Airport and Lagardere AWPL continues to grow from strong foundations built over more than 20 years.

Our team has done an incredible job to bring these world-class stores to life in Adelaide, and our focus now is on delivering magical moments for every traveller that passes through our doors as we showcase the very best of Australia and South Australia to the world