



## MEDIA RELEASE

**27 October, 2023**

### **New Adelaide-themed sports bar for Adelaide Airport**

Work has started today on Adelaide Airport's first dedicated sports bar adjacent the international departures entry point in the main terminal.

The new dining outlet, to be known as the ADL Grounds Bar, will pay homage to Adelaide's iconic sporting grounds such as the Adelaide Oval, Norwood Oval and Hindmarsh Stadium, while showcasing South Australia's rich sporting identity.

Adelaide Airport Managing Director, Brenton Cox, said the ongoing evolution of the airport's retail environment would create fresh options for customers, while continuing to showcase the best of South Australia.

"An ongoing core commitment to ourselves and our customers is to ensure South Australian themes, products and flavours play a starring role in our retail environment," Mr Cox said.

"We love that Emirates Leisure Retail has developed the localised sport bar concept so that we can feature Adelaide's iconic sporting grounds while also tipping the cap to some of our sporting legends.

"In addition to murals of our great sporting grounds and adorned with sporting memorabilia, the bar will feature words of wisdom from some of our sporting greats such as Malcolm Blight as well as video footage showcasing the history of the sporting grounds of Adelaide.

"The ADL Grounds concept is shaped around customer feedback and will of course feature a magnificent and accessible menu, local beers on tap and an array of screens featuring live sport day and night. It will also feature a dedicated Coffee kiosk to greet both arriving and departing visitors.

"We anticipate ADL Grounds Sports Bar will be open by mid-December."

Mr Cox said the ADL Grounds Bar will be developed in the location of the current Penfolds Bar and Kitchen.

"We are actively working to ensure our travelling customers can continue to engage with iconic South Australian brand, Penfolds, in a wine-bar focussed concept. There will be more to come on this refreshed opportunity in another site. In the meantime, the Penfolds Bar and Kitchen will continue trading through to mid-December this year," Mr Cox said.