

# Heinemann takes tech to sweet treats

By **Hibah Noor** on July, 10 2018 | Airlines & Airports



Celebrating the inauguration of the eight new Sweet Dreams by Heinemann shops at Hong Kong International Airport with a ribbon-cutting ceremony are Victor Chan (General Manager Heinemann Hong Kong), Kitty Lo (General Manager Retail Experience Airport Authority Hong Kong), Marvin von Plato (CEO, Heinemann Asia Pacific), Cissy Chan (Executive Director, Commercial Airport Authority Hong Kong), Alby Tsang (General Manager Retail Portfolio Airport Authority Hong Kong) and Johannes Sammann(COO Heinemann Asia Pacific)



Sweet Dreams stores feature 3D shows, chocolate printers, virtual reality entertainment and games for children

Under the new brand Sweet Dreams by Heinemann, Heinemann Asia Pacific has officially opened eight new confectionery shops at Hong Kong International Airport. Behind this innovative concept, which focuses on sweet temptations, are exciting customer engagement offers like 3D shows, chocolate printers, virtual reality entertainment and games for children.

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The eight shops range in size between 57 and 186 square meters, located in Terminal 1 at Hong Kong International Airport



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Heinemann Asia Pacific took over the operation of the first two confectionery shops in December 2017. Each of the eight shops, ranging in size between 57 and 186 square meters, located in Terminal 1, has been designed according to an “extraordinary” theme, the operator said.

“Passengers young and old alike can immerse themselves in the paradise of their sweet world of dreams here. They enter the colorful diversity of a mysterious underwater world, they drift through the infinite universe, or they stroll through the magic world of a bustling fair,” the company enthused.

At the July 4 opening ceremony, Marvin von Plato, CEO, Heinemann Asia Pacific, said: “We wish to thank those responsible at the airport for giving us the chance to run the confectionery shops according to our ideas, and we look forward to long-term cooperation. We want to redefine the possibilities of presenting confectionery with our concept, and create a really fun shopping ambience that inspires and captivates our customers.”



Customers enter “the colorful diversity of a mysterious underwater world, they drift through the infinite universe, or they stroll through the magic world of a bustling fair”, says Heinemann

### **Further expansion in Asia**

The airport management also entered new territory with this contract. For the first time, the Airport Authority Hong Kong decided to award the confectionery category as a separate contract. This category, a lucrative one in duty free, had previously only been negotiated within the other concession contracts.

Said Cissy Chan, Executive Director, Commercial - Airport Authority Hong Kong: “The new confectionery concession creates a unique unparalleled experience for passengers. We believe that our partnership with Heinemann will be a successful one and together we will be able to develop and evolve this category faster.”

The team at Heinemann Asia Pacific, a subsidiary of Gebr Heinemann founded in 2010, won the tender in September 2017 as the exclusive operator of the confectionery shops with the new experience concept.

With its claim "think local in a strong global context", the company is already active as a retailer and distributor in 10 countries in the Asia Pacific region. The confectionery concession at Hong Kong International Airport – one of the top airports in the world – is a further significant step by Gebr Heinemann on the way to expanding even further in the Asian region.