

Lagardère Travel Retail brings Gourmet Destination concept to Adelaide Airport

By **Elena Owyong** on May, 13 2019 | Retailers



Lagardère Travel Retail will give passengers at Adelaide Airport an iconic South Australian experience with its new store called Southern Providore



In addition to having a boutique café, Southern Providore also carries a small range of the “best of Australia” products to cater to passengers who may not have the opportunity to visit

Lagardère Travel Retail is bringing the iconic South Australian experience to Adelaide Airport, with its new Gourmet Destination concept ‘Southern Providore’.

In a press release, the retailer shared that Southern Providore will offer passengers and visitors at the airport a “sensory tour of the best local produce and gifts from South Australia.” It will also feature the best of the local region and offer a small range of “best of Australia” products to cater to international passengers who may not have the opportunity to visit.

Beyond that, Southern Providore also has a boutique tasting café serving Cirelli Coffee, a local boutique coffee roast, as well as small plates of local fare, a changing range of local wines, beers and spirits by the glass. Lagardère said the store design 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.

Commenting on the new concept, Przemek Lesniak, the Chief Executive Officer of Lagardère Travel Retail’s Pacific region said: “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 Southern Australia, in a unique environment reflecting the region”

The 286 square meter store is located centrally within the main departures zone of the Domestic Terminal. It will carry a range of coffee, tea, condiments, cheeses, wines, chocolates, confectionery, health and 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 among many others.

Paul Ryan, Lagardère Travel Retail’s Strategy and 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’.”

John Pearce, Adelaide Airport Head of Retail and Commercial – Terminal said: “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.”

In March this year, Lagardère Travel Retail was awarded the Duty Free and International F&B concessions in Adelaide Airport. The retailer currently operates 13 stores within Adelaide Airport covering Travel Essentials, Duty Free & Fashion and Foodservices. The new stores will open throughout 2020 and early 2021.