

# Lotte takes over as liquor and tobacco concessionaire at Changi Airport



Artist's impression of a Lotte store in Changi Airport's Arrival hall

Changi Airport Group (CAG) welcomed South Korean travel retailer Lotte Duty Free as its key liquor and tobacco concessionaire at Singapore Changi Airport on June 9.

Lotte, the world's second-largest travel retailer in terms of sales, was awarded the liquor and tobacco concession for a six-year term that covers all 18 liquor and tobacco stores across Changi's four terminals, spanning more than 8,000 square meters of retail space.

The company will eventually offer over 3,000 tax and duty free wines and spirits as it expands its product line-up progressively.

Travelers can look forward to a wide variety of brands and products, from special and limited-edition whiskies and Cognacs, exclusive labels only found in Changi Airport, a dedicated collection of Asian spirits highlighting brands from Singapore and Korea, as well as alcohol-free options to cater to a growing demand for non-alcoholic beverages.

Renovation works for Lotte's stores at Changi Airport will take place in phases, beginning in Terminals 1 and 3, once circuit breaker restrictions are lifted.

Integrating elements of nature, inspired by Changi Airport's gardens, and featuring innovative in-store technologies, Lotte's design concept for its stores seeks to redefine the retail experience at Changi. Shoppers can look forward to concepts such as a specialized Cognac brand boutique, immersive experience zones dedicated to whisky, gin and wines, and a high-tech tasting bar.

## Omnichannel experience

With the gradual restarting of activities post-circuit breaker restrictions in Singapore, Lotte will first retail on Changi Airport's duty free e-commerce platform, iShopChangi.com, before its physical stores open at a later stage.

To celebrate the start of its operations, Lotte is offering a 7% discount on a curated range of products from June 12 to 30 June 30, in addition to tax- and duty-absorbed prices, as well as a 5% discount voucher for the next purchase in-store. Singapore residents can also shop selected Lotte products on iShopChangi without flying.

Lim Peck Hoon, CAG's Executive Vice President, Commercial, said: "We are excited to welcome Lotte to the Changi family. The world of travel retail is constantly evolving, and with e-commerce growing exponentially in the current climate, we are positive that this new partnership will bring about a transformation to Changi's core liquor and tobacco concession. Apart from a complete revamp of store designs, passengers can also look forward to an omnichannel experience as we integrate a seamless brick-and-mortar shopping experience with e-commerce."

Kap Lee, CEO of Lotte Duty Free, commented: "The new operations at Changi Airport will be the largest among all of Lotte's Asia Pacific operations. We look forward to bringing new and exciting brands, activations and experiences to Changi's shoppers. We are confident that this new relationship will bring us one step closer to our vision to be the global number one travel retailer, as we grow together with CAG and the brand partners at Changi."