

Hudson Nonstop opens at DAL, revolutionizing convenience shopping



Sleek design and one-way traffic with a layout that allows for heightened product visibility means quick, easy, safe, contactless shopping for travelers at DAL

Dufry's Hudson has now opened its first ever "Hudson Nonstop" store, which we reported on earlier this year, at Dallas Love Field Airport (DAL). Hudson is using Amazon's Just Walk Out technology to revolutionize the shopping experience for travelers. The store offers the safety of a contactless transaction, and also speed and convenience that can be essential for airport shopping.

The airport's first contactless walkthrough store, measuring approximately 46.5 square meters and located post-security, Hudson Nonstop officially opened on February 22. This store, operating under a joint venture agreement with ACDBE partners Multiplex Inc. and REGALi Inc, joins Hudson's other offerings at the airport, including 15 travel convenience and food and beverage stores.

The freestanding store, which reflects Hudson's brand style throughout the design and product offering, is designed for one-way traffic, eliminating checkout-line friction and accommodating social distancing.

The store merchandising layout provides visibility to products, offering a wide selection of Grab & Go food, beverage and snacks as well as electronics, personal protective equipment (PPE), and health and beauty products throughout the store. The store will also include a selection of Texas-themed merchandise.

"The opening of our first Hudson Nonstop store is a significant milestone in delivering on Hudson's vision for accelerated digital innovation in-store and overall digital transformation across the business," said Brian Quinn, Executive Vice President and Chief Operating Officer of Hudson. "Hudson Nonstop represents a new way of retailing that emulates an end-to-end digital shopping experience" 1

which we believe is the future of retail, even after COVID-19 – we look forward to serving travelers in this exciting new store concept for years to come.”

“There is so much to celebrate as we welcome the first travelers to our Hudson Nonstop store at Dallas Love Field,” said Evan Schut, Senior Vice President, Operations of Hudson. “We thank the DAL management team for their ongoing partnership, and are honored to bring the first Hudson Nonstop store to an airport as collectively dedicated to transforming the travel experience as we are.”

“Hudson Nonstop is a tremendous amenity for our customers,” said Mark Duebner, Director of Dallas Love Field Airport. “We want to keep our concessions program fresh and are always looking for new technology to improve the customer experience.”

Hudson plans to introduce the Hudson Nonstop concept to more airports across North America in 2021.