

Lagardère Travel Retail and HWH partner on F&B at Dubai airport



Lagardère Travel Retail already operates the “new generation” food hall called The Daily DXB. This new agreement significantly increases the company’s partnership with Dubai airport

Lagardère Travel Retail has announced an agreement with HWH to integrate the two companies’ F&B operations at Dubai airport.

The agreement means HWH’s portfolio of F&B operations, including 13 existing restaurants at Dubai airport plus other opportunities, will be operated jointly with Lagardère.

The combined business, called Lagardère-HWH Travel Retail, will have a portfolio containing a broad mix of F&B concepts including Fix, Roti Bai, Treehouse Juicery, Flour + Stone, Tranzeet and Grabb’it; Lagardère Travel Retail already operates the Daily DXB, which incorporates the region’s street food.

This agreement significantly strengthens the partnership between Lagardère Travel Retail and Dubai airport, and serves to consolidate its Foodservice footprint in the Middle East region. It is expected that the integration will be completed by the end of Q1 2022.

Commenting on this announcement, Vincent Romet, CEO Lagardère Travel Retail France and COO KSA and Middle East, said: “We are thrilled to be adding the network of beautifully designed HWH, concepts and its various tasty food offerings to our Middle East portfolio. The founders have done an amazing job at creating an eclectic mix of restaurants and it is a privilege to be continuing working with them and build on their commitment to innovation and excellence to serve more travelers at Dubai airport. This partnership is a testament to the vision and leadership of Dubai, and a significant step for us in consolidating our F&B expertise in the region and in developing the very fruitful partnership we have with Dubai airport.”

Lagardère Travel Retail’s award-winning foodservice business line operates in 23 countries globally, with over 1,000 stores and over one billion in sales in 2019.