

New Heinemann shop offers “Berlin City Vibes”



The day before the official opening, Aletta von Massenbach, CEO of Berlin Brandenburg Airport, and Steffen Jopp inaugurated the new shop with a ceremonial ribbon cutting on March 23

Gebr. Heinemann has opened its shop at the new Terminal 2 at Berlin Brandenburg Airport “Willy Brandt”(BER) today.

The 768 square-metre “duty free & travel value” shop is located in the plaza behind the security checks; departing and arriving passengers will pass through the store.



Steffen Jopp and Tobias Bechinger, Director Sales Western Europe at Gebr. Heinemann, are enjoying the garden swings that are inviting passengers to linger near the tasting bar

Together with the airport, Gebr. Heinemann designed the entire 1,400-square-metre plaza. It is an open-concept design, with areas including Heinemann's Duty Free & Travel Value Shop, three gastronomic concepts and another shop all merging.

A feel of the city

Passengers can access Heinemann's full range of products in the duty free shop, along with regional products and brands such as Berliner Luft and Berliner Brandstifter in the spirits category and Knalle popcorn, Felicitas chocolate and Ohde marzipan in the confectionery category.



The design also brings Berlin to the space, with actual graffiti artists from Berlin being engaged to create the back walls. This graffiti motif continues throughout the store

“The design of our shop is like our capital itself: colourful, unconventional and varied. Anyone who has passed through the security check thus feels like being back in Berlin,” says Steffen Jopp, Managing Director Heinemann Duty Free at BER. “Our sales expectation for the new Terminal 2 shop is around ten per cent of our total sales in Berlin this year. However, we now have to wait and see how the booking situation develops against the backdrop of the war.”



In the new shop, Heinemann also serves a sustainability aspect: much of the furniture was already in use at other locations

Gebr. Heinemann now operates a total of eight shops at BER. When the airport started business on 31 October 2020, the company opened the doors of two large Duty Free & Travel Value shops, two gate shops, two fashion shops and a crew shop in Terminal 1. The new Terminal 2 is designed for six million passengers.