

## MEDIA RELEASE

Friday 29 November, 2019

### Iconic SA food and wine favourites unveiled for Adelaide Airport's newly expanded terminal

Adelaide Airport will showcase the best of South Australia's food and wine experiences to the world when the newly expanded domestic and international terminal retail and dining precinct opens from early next year.

The airport today announced *Penfolds* and *Maggie Beer* will be among the iconic home-grown Australian brands and identities who will be part of the terminal's new retail and dining offering, with the Penfolds in-airport concept the first of its kind globally.

South Australia's iconic winemaker Penfolds will launch the *Penfolds Wine Bar and Kitchen* offering travellers a premium food and wine experience, while the *Maggie Beer Kitchen* will offer premium dining and take away featuring her own fresh in-season South Australian produce.

Adelaide Airport will also welcome popular local food identities *Poh Ling Yeow* and *Callum Hann*, who will each bring their own special flavours to the new look dining precinct.

Poh will open a new *Jamface* store to complement her hugely popular offering at the Adelaide Showground's Farmer's Market, while Callum will introduce *The Pantry* - sourcing produce from local suppliers and partnering with South Australian regional food artisans.

Other exciting brands that have signed on as part of the terminal expansion include *Precinct Adelaide Kitchen* – modelled on Adelaide's eclectic city laneways and bars, *Soul Origin* and *Boost Juice*. *Coopers Alehouse* will also be refurbished.

Earlier this year, Adelaide Airport revealed Lagardere Travel Retail Pacific's *Southern Providore* concept, an expanded *Aelia Duty Free* store to operate in both arrivals and departures, and a *Hills Kitchen & Bar* to open in international departures.

#### Quotes attributable to Adelaide Airport Managing Director, Mark Young:

Our retail vision is to create a best-in-class retail experience to surprise, delight and entertain all Adelaide Airport users.

We were keen to attract iconic South Australian brands and experiences across food and wine, and we're excited that names such as Penfolds will have pride of place in the newly expanded terminal.

Destination dining is one of South Australia's tourism strengths, and we want that experience to be front-of-mind when visitors arrive, and one of their lasting memories when they depart.

We put the challenge to major retail businesses such as Emirates Leisure Retail, Delaware North and Lagardere Travel Retail Pacific to create a retail mix that would showcase everything that is great about South Australia's food, wine and produce, and we're delighted by the response.

While the terminal expansion won't be completed until the end of 2021, we anticipate the first of our new retail and dining stores will start opening in the first half of 2020.

**Quotes attributable to Treasury Wine Estates Chief Marketing Officer, Angus Lilley:**

We are thrilled to announce Penfolds Wine Bar and Kitchen at Adelaide Airport in partnership with Emirates Leisure Retail, in our heartland of South Australia. Complementing the distinctive experiences on offer at our existing cellar doors; Magill Estate and Barossa Valley this new Wine Bar and Kitchen will allow travellers to experience exceptionally crafted food and wine, even when on the move. This is another proud Penfolds milestone and we look forward to welcoming travellers to this exciting new space in 2020.

**Quotes attributable to Maggie Beer:**

We are very excited to be partnering with Emirates Leisure Retail to announce the Maggie Beer Kitchen at Adelaide Airport. This offer will give customers from all over the world the ability to experience our beautiful products together with the food and wine experience that we offer people at our renowned Maggie Beer Farmshop in the Barossa Valley. We are very proud to be opening this dining and retail experience in our home state of South Australia, so that we can showcase to the world all of the wonderful things that this State has to offer. I am really looking forward to creating the menus and overseeing the retail space, to provide travellers with food that I know they will love.

**Quotes attributable to Emirates Leisure Retail AUS/NZ Managing Director, Justin Scotti:**

Australians love their wine and fresh local produce and combined with our incredible pride in home grown brands, and personalities, and you have a pretty compelling offer for the airport traveller. The Penfolds Wine Bar and Kitchen will be the first Penfolds in-airport concept of its kind globally. We are proud to represent Penfolds and Maggie Beer, two extraordinary brands, and to be able to continue to deliver to ELR's unwavering commitment in bringing travellers unique, world-class food and beverage concepts.

**Quotes attributable to Poh Ling Yeow - Jamface**

I'm so excited to be bringing Jamface to the Adelaide Airport. I hope it will become a comfy welcome and goodbye nook for those who pass by my beloved home town, a place where they can find familiar, wholesome, handmade flavours in a warm artful space.

**Quotes attributable to Callum Hann - The Pantry**

I can't wait to showcase produce of South Australian local farmers, winemakers, brewers, bakers, chocolate makers and more to the millions of travellers who pass through Adelaide Airport each year. The Pantry will provide fresh, local and seasonal food inspired by the best South Australian produce.



**Quotes attributable to Delaware North Managing Director, Gary Brown**

Delaware North is thrilled to be opening four exciting concepts at Adelaide Airport next year as part of the newly expanded retail and dining precinct. Jamface by Poh Ling Yeow, The Pantry by Callum Hann, Precinct Adelaide Kitchen and Soho will give travellers a genuine and unique taste of South Australia's outstanding produce, food and wine. In addition to the new outlets, we are also pleased to be refurbishing Coopers Alehouse, which will further enhance our guests' experiences at this iconic venue. 2020 will mark 25 years of partnership between Delaware North and Adelaide Airport, and we couldn't be more excited about what the future together holds.

**Background:** Adelaide Airport's terminal expansion will see a significant upgrade to international arrivals and departures and create 80 per cent more retail space for domestic and international travellers. Upgrades include a second, longer baggage belt for international arrivals, more space for emigration and immigration processing, expanded security screening and a larger duty-free precinct for arrivals and departures.