

## Aelia awarded master retail concession at Bordeaux airport

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**The retailer will operate a tax and duty-free store in terminal A, a landside store in terminal B and a tax and duty-free store in the new terminal**

Aelia awarded master retail concession at Bordeaux Mérignac international airport The retailer will operate a tax and duty-free store in terminal A, a landside store in terminal B and a tax and duty-free store in the new terminal French travel retailer Aelia has been awarded the tax-free and duty-free contract at Bordeaux Mérignac international airport following an open tender. The contract includes the master retail concession at the airport's new "simplified services" terminal, which is scheduled to open in May 2010. It is the first of its kind for the retailer, which responded to the call by airport company Aéroport de Bordeaux Mérignac for a single retailer partner in the new facility.

Aelia will operate a 200sq m (2,152 sq ft) tax and duty-free store in terminal A, offering a range of fragrances, cosmetics, liquor, tobacco, confectionery and fine food products. The retailer will also run an 80sq m (861sq ft) landside store in terminal B offering fragrances, cosmetics and fashion accessories. Both stores are currently run by Aelia and will be fully renovated.

The new terminal will have around 600sq m (6,458sq ft) of commercial space including a 355sq m (3,821sq ft) tax and duty-free store, a 110sq m (1,184sq ft) new and gifts outlet and a 120sq m (1,291sq ft) bar and café. Aelia's tax and duty-free store will be located immediately after security and will be based on a walk-through format so that all passengers enter the store on arriving in the departures lounge. Around half of the store will be devoted to fragrances and cosmetics, complemented with a full range of liquor, wines and champagnes, confectionery and fine food. The store will also offer fashion and accessories brands such as Lacoste and Polo Jeans and a range of sunglasses, jewellery and watches. Tobacco will be available for passengers travelling outside the EU with low-cost carrier Jet4You operating flights between Billi and North Africa.

A dedicated wine cellar offering vintages from the Bordeaux region will be among the highlights of the product offer and France's South-West region will be well represented in the fine food and confectionery segment with several regional specialities incorporated prominently into the offer. The food and beverage outlet in the new terminal will be managed by airport catering specialist Elior while the press element will be run by Relay, Aelia's sister company within the Lagardère Services group.

Aelia group director of French regional operations Pascal le Droff said: "This has proved a very interesting project for our company, not only because we share Aéroport de Bordeaux Mérignac's confidence in the potential of the new terminal, but also in that this is the first time we have taken on a master concession that includes the news and food and beverage sectors. We have been fortunate to find two very professional partners in Relay and Elior and we are grateful to them for their support."

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