



## ADVINI AND LAGARDÈRE TRAVEL RETAIL INNOVATE: LAUNCHING THE FIRST WINE POP-UP SHOP IN PARIS-CHARLES DE GAULLE AIRPORT

Paris Aéroport, Lagardère Travel Retail and AdVini are inaugurating the first pop-up shop for French wine at terminal 2E in the Paris-Charles de Gaulle Airport. Since the 31<sup>th</sup> of August, passengers can discover this space that offers a unique experience for tasting and learning about wine.

**The project's mission: to reinvent the wine experience in the heart of Parisian shopping.**

The "Expérience des Terroirs" pop-up wine cellar was inaugurated on the 4<sup>th</sup> of September, the result of collaboration between AdVini, Paris Aéroport, Lagardère Travel Retail and "Société de Distribution Aéroportuaire".

For 1 month, 8 wine merchants representing the finest wines of France (Bourgogne, Rhône, Provence, Languedoc, Roussillon, Cahors and Bordeaux) offer travellers the opportunity to discover or rediscover the most iconic French wine regions.

The 30m<sup>2</sup> dedicated to wine allow travellers to use all 5 senses to discover 4 different experiences: the main aromas, the major terroirs, virtual tours of the estates and tastings.

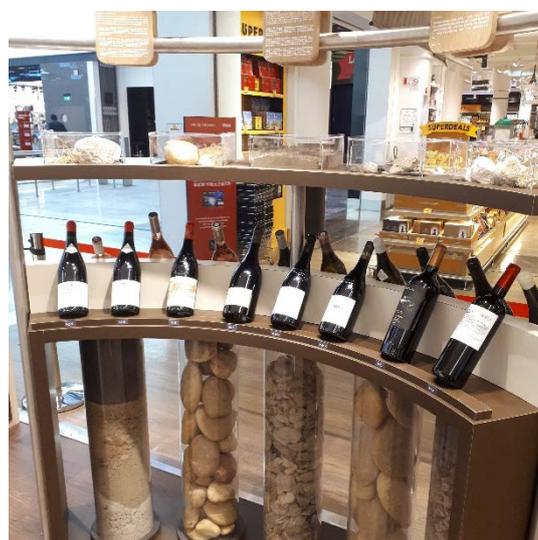
The space will be run by representatives from the estates and will feature special guests for themed tastings. The special guests will include Andréas Larsson (elected Best Sommelier in the World in 2007), Fabrice Sommier (Meilleur Ouvrier de France, Head Sommelier and director for Georges Blanc) and Iain Munson (Master of Wine). Travellers will have a rare opportunity to meet professionals in the field in a friendly and interactive setting.

A wide selection of great wines from prestigious appellations will be available for tasting and purchase, including organic and biodynamic wines. Connoisseurs and those just learning about wine will enjoy this unique opportunity to take a break and experience the French vineyards.

Practical information: 31 August to 1st October, in Hall M of Terminal 2E



General view of the pop-up store.



The terroir space with real soils from vineyards.

## The authentic french « savoir-faire » and « savoir-vivre »

*“This project was born during a meeting with ADP in the heart of the vineyards. Aware of the wine sector’s potential and interest in this area, we began to imagine an iconic space that would express French craftsmanship,”* explains Jean-Pierre Durand, Director of Strategic Marketing and Communication at AdVini.

Wine is more than a consumption habit for the French [85% of French households have bought wine for their own consumption\*], it is part of French culture, a passion and an experience. In 2016, France welcomed 10 million wine tourists, 42% of which were foreign visitors.\* A passion that defies borders.

Wine is a symbol of France, a reflection of French culture and expertise that is enjoyed the world over: it is currently the export sector in France running the second-surplus (FEVS 2017).

For Travel Retail, wine and spirits represent the second-largest sales category after perfumes and cosmetics, generating €11.4 billion in 2017\*\*. Interest is visibly growing, with a rise of 8.5% since 2016.

This French expertise and way of life is what ADP is seeking to embody in its shops and shopping experience.

More than simply shopping, consumers get a sensory experience that helps them understand wine better: they can smell the aromas of the primary varieties, touch the soil of the different terroirs, experience a virtual tour of the vineyards and finally taste the wine itself. This innovative environment provides meaning and pleasure to the shopping experience.



Left to right: Lionel EHRMANN (AdVini export director and travel retail), Guy BODESCOT (CEO SDA), Philippe LANUSSE (Senior Buyer and Category Manager Wine Champagne Cigars, Lagardère travel retail) and Thierry BELLICAUD (General director Laroche & Maison Champy) during the launching on the 4<sup>th</sup> of September.

\*Vin et Société

\*\* Generation Research and eTurbo Business

## **ABOUT ADVINI**

With 2,333 hectares of vineyards in the most renowned wine-producing regions, AdVini is a key player in the world of great French wine. The AdVini family includes Ogier and Clos de l'Oratoire des Papes in Châteauneuf du Pape, Antoine Moueix Propriétés with Château Capet-Guillier in Saint-Emilion and Château Patache d'Aux in Médoc, Cru Bourgeois, Domaine Laroche in Chablis, Maison Champy in Burgundy in Côte-de-Beaune, Vignobles Jeanjean and Mas La Chevalière in Languedoc, Cazes with Clos de Paulilles in Roussillon, Gassier with Château Gassier and Château de Roquefeuille in Provence Sainte Victoire, Rigal and Château de Chambert in Cahors.

AdVini is also present in South Africa with nearly 200 hectares of vines in Stellenbosch with L'Avenir, a wine tourism estate, Ken Forrester Vineyards, Le Bonheur Wine Estate, Stellenbosch Vineyards and Maison du Cap. Finally, AdVini is also present in Chile with Viña Casablanca, a 150-hectare estate in partnership with Santa Carolina. The growing fame and recognition of AdVini's wine merchants and vineyards have led its wines to be exported to 106 countries.

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## **ABOUT ADP GROUP**

ADP Group develops and operates airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2017, under its Paris Aéroport brand, the group welcomed over 101 million passengers to Paris-Charles de Gaulle and Paris-Orly, handled 2.3 million tons of freight and mail and nearly 127 million passengers at airports managed by its subsidiary ADP International. The group benefits from an exceptional geographical location and a major trading area and is pursuing its strategy to further develop the capacity of its infrastructures while improving the quality of service. ADP plans to develop its businesses and real estate. In 2017, the group's turnover was €3,617 million and its net income was €571 million. Aéroports de Paris SA, a French limited liability company with share capital of €296,881,806. Corporate headquarters: 1 rue de France, Tremblay-en-France 93290. RCS Bobigny 552 016 628.

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## **ABOUT LAGARDERE TRAVEL RETAIL**

Lagardère Travel Retail, one of the four branches of Groupe Lagardère, is a global leader in travel retail. Lagardère Travel Retail operates 4,431 retail outlets in Travel Essentials, Duty Free Shopping and Food Service at airports, train stations and other franchise locations in 34 countries. Lagardère Travel Retail generates sales of €4.5 billion (100% managed sales).

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