



**MANCHESTER AIRPORT**  
**OFFICIAL OPENING OF WORLD DUTY FREE GROUP'S REDESIGNED**  
**BIZA TAX & DUTY FREE SHOP**

**Manchester – 8 September 2015** – World Duty Free Group (WDFG) officially launched its redesigned tax and duty free store in Manchester Airport's Terminal Two today. At 1,787m<sup>2</sup>, the 100 per cent walk-through store incorporates plenty of newness and 'firsts' for the terminal. This new retail space has been designed to deliver a world class shopping experience to the 5,860,570 passengers that currently travel through the terminal each year.

"Today's opening marks another step in our journey with Manchester Airport Group (M.A.G) to bring a compelling shopping experience to millions of passengers", commented Eugenio Andrades, CEO of WDFG. "The strong focus on developing an offer specifically matched to the passenger profile is central to the close working relationship we have with M.A.G. and is executed with style here in Manchester's Terminal Two."

Ken O'Toole, Managing Director of Manchester Airport, said: "At Manchester Airport, The UK's Global Gateway from the North, we pride ourselves on continually improving the experience for the 22.75m annual passengers that travel through our terminals. This new Biza store transforms the shopping experience and I'm sure it will prove hugely popular with passengers travelling from Terminal Two."

Commenting on the store's new offering, Fred Creighton, Chief Operating Officer- UK & Northern Europe for WDFG, said: "We're delighted with what we've achieved in Manchester. By working closely with the airport and our brand partners we have used a trinity approach to develop a store that ranges some of the world's most desired brands under one roof to delight even the most discerning customers."



The customer journey into the Biza Tax & Duty Free store begins with its statement entrance. The fascia showcases a large 'Biza' logo; a World Duty Free Group brand which is completely unique to Manchester Airport. Once inside, customers discover the Destination Tasting bar at the front of the 212m<sup>2</sup> liquor area. This new bar concept incorporates 'high-spec' digital screens that can display tailored brand content and messaging to different customer profiles at varying times throughout the day. Strong personalisations are featured from brands such as Absolut, Haig, Smirnoff, Baileys, Havana Club and Ciroc. Following the flow of the walkway leads passengers into the World of Whiskies 'shop in shop' which is an exciting new addition to the Terminal Two store.

It is within the beauty space that customers will notice the most change. WDFG has welcomed more than eight new brands to the store - each with their own striking personalisations - to meet the demand for the latest and most 'on trend' brands from Manchester's many style conscious shoppers. NARS showcases only its third counter within the WDFG estate here in Terminal Two. Outside of Manchester Airport, the brand is only in travel retail in WDFG's Heathrow Terminal 2 and Terminal 5 stores. Additional new beauty brands include Jo Malone London, Giorgio Armani, Bobbi Brown, bareMinerals, Elemis, Tom Ford, Michael Kors and the cult colour brand, Urban Decay.

Luxury occupies a 175m<sup>2</sup> area which includes strong watch personalisations for the first time in Terminal Two. To satisfy customer demand, WDFG has introduced a larger selection of designer watch brands including Michael Kors, Coach and Tissot. The sunglasses area has been fitted with a new retro-illuminated store concept which has been designed to display 44 brands and more than 1600 styles at their best. Biza Tax & Duty Free now stocks a more extensive range of sunglasses offering fashion focused customers more choice on core brands such as Prada, Dior and Tom Ford, plus a selection of new brands including Celine, Jimmy Choo and Chloe. The area also features the largest Ray-Ban display across the WDFG estate.



The new, optimised location for confectionery and food will help to drive penetration into the category, whilst a variety of wall bays and floor fixtures provide greater visibility for the products themselves. A strong queue barrier display highlights a range of specific impulse and till lines and One Water- which uses 100% of its profits to fund sustainable development projects in the world's harshest regions- is trading extremely well.

In keeping with the commitment to offer customers standards of service and expertise that are second to none, WDFG has incorporated several hand-held tills throughout the store. The introduction of this new technology in Terminal Two will allow customers to complete their transactions smoothly whilst remaining completely immersed in the environment of the brand they are purchasing from.

To ensure that queuing time is minimal and customers are served swiftly and efficiently, the Terminal Two store incorporates a queue-matic till system. Wall graphics of iconic Manchester landmarks behind the pay points give the store a 'sense of place' and a nod to the significance of this vibrant city.

| <b>Biza Tax &amp; Duty Free Store</b> | <b>Net m<sup>2</sup></b> |
|---------------------------------------|--------------------------|
| Beauty                                | 637.84                   |
| Liquor                                | 212.13                   |
| Luxury                                | 175.70                   |
| Tobacco                               | 119.10                   |
| Confectionery/Food                    | 42.53                    |
| Souvenirs & Tax Free                  | 22.84                    |
| <br>                                  |                          |
| Total Net Area                        | 1652.52                  |
| Total Gross Area                      | 1787.68                  |



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**Notes to Editors:**

**About World Duty Free Group**

- **World Duty Free S.p.A.**, company subject to direction and coordination activity by Dufry A.G, is the holding company of World Duty Free Group, **one of the world's leading travel retailers**, operating mainly in airports and with a broad geographical reach. It has operations in **20 countries** through more than **105 locations** with over **550 stores**, from its heartland in Western Europe, to the Americas, the Middle East and Asia. In 2014, the company posted a **turnover of 2,406.6** million Euros.
- World Duty Free Group's core business is tax and duty free shopping and its proposition covers the complete spectrum of airport shopping including Beauty, Wines & Spirits, Food & Confectionery, Tobacco, Sunglasses, Watches & Jewellery and Souvenirs. World Duty Free Group operates some of the most exciting and engaging airport shops in the world, with focus on the customer and innovative marketing programmes, including multi channel digital and live in-store interactive promotions.
- World Duty Free S.p.A. is listed on the Italian FTSE MIB 40 since 1 October 2013 with the ticker symbol WDF:IM. World Duty Free Group was named Airport Retailer of the Year in multiple locations for the second consecutive year in the 2014 Frontier Awards. For more information, please visit [www.worlddutyfreegroup.com](http://www.worlddutyfreegroup.com)

**About Manchester Airport**

- Manchester Airport is the global gateway for the North of the UK, with 22.75m annual passengers, and the largest airport outside London with over 210 destinations served by 70 airlines.
- Manchester's long-haul catchment area places around 22 million people and 60% of all UK businesses within a two-hour drive time – it extends north through the Lake District into Scotland; east across Yorkshire and the North East; south to Birmingham and the Midlands; and west into Merseyside and Wales.
- MAG serves 48 million passengers and handles almost half a million tonnes of air freight every year through its ownership and operation of the airports of London Stansted, Manchester, East Midlands and Bournemouth airports.