



Press release

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## **Autogrill renews duty free contract at Manchester Airport till 2021**

Milan, 28<sup>th</sup> October 2010 – Through its UK subsidiary WDF, Autogrill Group (Milan: AGL IM) has secured the renewal of its travel retail & duty free contract (originally running until 2017) at Manchester Airport, where the Group has operated since 1980. Signed in advance, the renewal extends the concession for a further four years, until 2021.

WDF produced revenues around £60m (around €68m) in the airport in 2009.

With this agreement Autogrill Group consolidates its presence in the UK airport duty free market, in which it operates through 89 stores in 23 airports and serves around 20 million customers a year.

Manchester International Airport handles around 18 million passengers (source: Manchester Airport) every year and is the largest UK airport outside the London area. Over 65 airlines connect passengers to nearly 200 destinations across every continent.

In 2009, Manchester Airport completed an £80 million redevelopment of its terminals at a cost to the airport itself. The project also involved improvements to the shopping area, which covers around 4,000 square metres and includes all five of the existing stores operated by WDF: two Biza Stores in Terminal 1, a Biza store in Terminal 2 and two Alpha Airport Shopping stores – one in Terminal 3 and the other in the Arrivals area of Terminal 1.

In partnership with Manchester Airport Group, WDF will implement an upgrading plan, starting next year, for the two main stores in the airport, the Biza store in T1 and the Alpha Airport Shopping store in T3.

The Biza store in T1 at Manchester Airport was opened in 2008. This 2,300m<sup>2</sup> space will be redesigned to improve customer flow and offer a unique shopping experience. The store will feature two “shop-in-shop” concepts: one is Cocoon, which specialises in beauty products, and the other is World of Whiskies, which will offer a selection of single malt whiskies. The beverage area will feature a bar for spirit tastings and will offer a wide selection of cognacs and other spirits. A significant space will be dedicated to electronics and souvenirs, while typical local products will be available in a section called “Best of Manchester”.

WDF’s innovative digital media concept “Contentainment”, is being introduced in the T1 Biza store. Vast walls of plasma screens will transmit digital content regarding in-store events and promotions, to create real in store theatre and engage and excite customers.

In addition, the Alpha Airport Shopping store in T3 will be converted into a Biza store in 2012, with a new layout in line with the design of the new WDF stores.



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The Biza name was inspired by the word “bazaar”, and offers a flavour of this unique shopping concept by combining elements that are modern, familiar and unexpected. Biza is also in two other UK airports: East Midlands and Newcastle International Airport.

“The Biza brand was launched at Manchester and the airport is still home to our largest “flagship” Biza store,” said WDF’s UK Managing Director Pdraig Drennan. “In an airport like Manchester, you have differing passenger profiles. T3 for example, handles a very high proportion of business travellers, whilst T1 has more leisure passengers, so it is vital to tailor the product mix and retail offering accordingly”.

“Our passengers have come to expect the best from Manchester Airport and this development enhances our tax and duty free offer”, said Andrew Harrison, Manchester Airport’s Managing Director. “WDF has always been an important partner and the Biza brand is proving to be very popular with our passengers. We look forward to continuing our successful relationship with WDF”

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