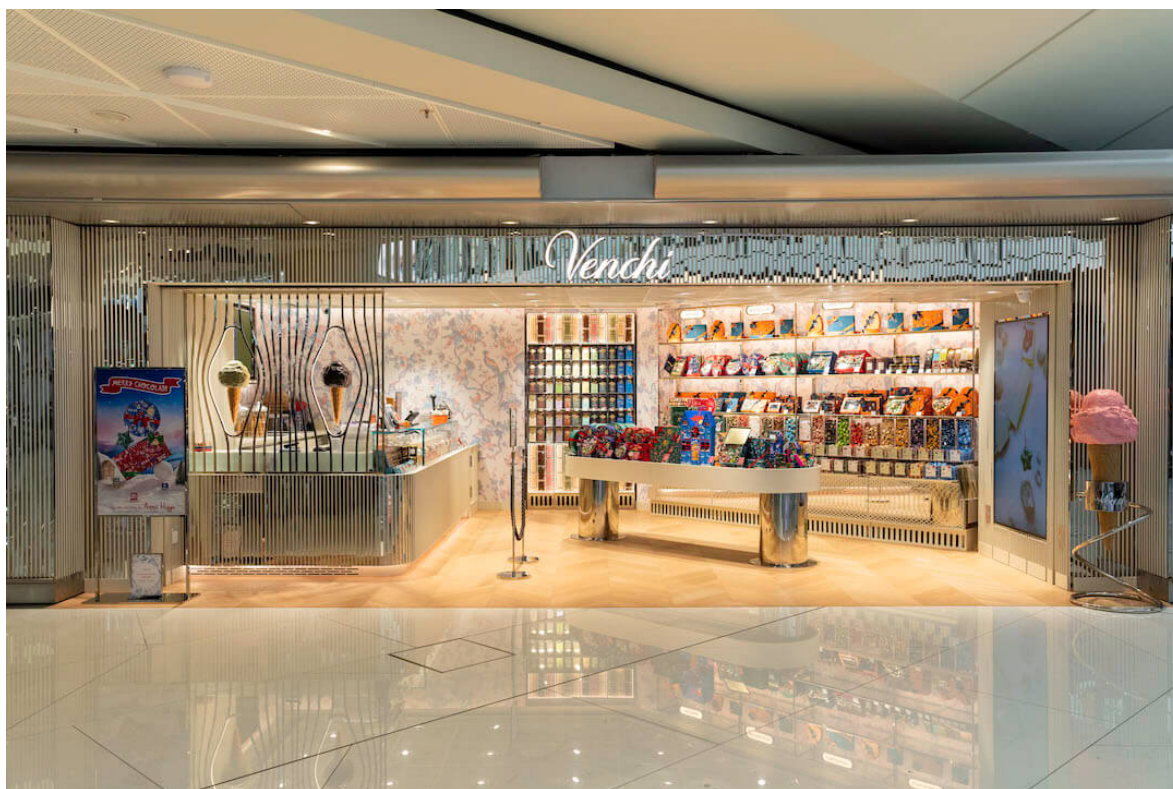


# Venchi accelerates APAC expansion with new HKIA store



Luxury meets traditional Italian gelato and chocolate at Venchi's newest store at HKIA

Italian Chocogelateria Venchi has launched its newest store in Hong Kong International Airport's Terminal 1 departure area luxury zone. The opening represents a strategic move to enhance the brand's travel retail presence while offering travelers an authentic Italian experience.

The store showcases 14 gelato flavors and over 50 chocolate varieties, including no-added-sugar and vegan options. Looking ahead to 2025, the brand plans to introduce new local gelato flavors specifically for the Hong Kong market.

## Regional growth

The new HKIA location, joining Venchi's network of 109 stores in the Asia Pacific region, serves as a blueprint for future airport retail expansion. The store aims to blend traditional Italian craftsmanship with modern retail innovation, building on Venchi's 140-year heritage dating back to 1878.



Local artist Don Mak created distinctive packaging, creating not only local flavor but also a perfect gift

Marco Galimberti, CEO of Asia Pacific, Venchi, emphasizes the strategic importance of the location: “The Hong Kong International Airport store marks a significant milestone for our company. This new location not only enhances our global presence but it underscores our commitment to providing exceptional service and innovative products in one of the world’s busiest airports. By establishing a foothold in such a key international hub, we are poised to reach a diverse array of travelers and solidify our position within this category.”



Who can resist this selection of 14 gelato flavors? Soon, new flavors will be introduced for the local market

### **Local flavor**

The store features an exclusive collaboration with Hong Kong illustrator Don Mak, who has created special packaging designs showcasing the city's distinctive skyline. This local touch complements Venchi's traditional Italian offering.

To drive customer engagement, Venchi has implemented a membership program through its app for Hong Kong and Macau customers. The three-tier system - bronze, silver and gold - offers various benefits including discounts and birthday deals.