

AdVini opens wine pop-up at Paris-Charles de Gaulle Airport



The Terminal 1 pop-up will be open to international travelers until May 2023

[AdVini](#) has opened Once Upon a Wine, a pop-up boutique in Terminal 1 at Paris-Charles de Gaulle Airport. Until May 2023, international travelers to Terminal 1 can visit France's largest wine-growing regions in a unique and interactive shopping experience. Designed as a rich and user-friendly experience, the boutique offers a permanent selection of wines and a selection that changes from week to week.

Closed since March 2020 due to the COVID crisis, Groupe ADP reopened Terminal 1 to passengers this past December. Extensive renovations to update the terminal included the unveiling of a brand-new passenger experience led by Extime, a new hospitality brand of Groupe ADP, and a new Travel Retail space that showcases the excellence of French 'art de vivre'. This attractive new space is the setting for Once upon a Wine by AdVini, a joint endeavor between Groupe ADP, Lagardère Travel Retail and Extime Duty Free Paris (formerly SDA).

Terminal 1 customers can shop independently or receive advice from a wine expert on site. Four activities at the boutique offer an interactive, entertaining and digital experience:

- A wine expert is available to advise customers in their choice of wines
- A counter-style tasting area lets passengers try the wines on sale before making purchases
- A Once upon a Wine by AdVini app, developed for the boutique and available at the counter, provides the most time-pressed travelers with information on the vintages and estates on offer in just a few clicks
- Virtual reality headsets take shoppers on a visit of the vineyards and estates of Chablis, Côte de Beaune, Châteauneuf-du-Pape and Saint-Emilion

The pop-up space is an opportunity for AdVini and Extime Duty Free Paris to offer visitors to Terminal 1 of Paris-Charles de Gaulle airport an engaging and enjoyable experience of French wine-growing terroirs and savoir-faire.

“We are proud of our partnership with the Lagardère TR teams,” said Nicolas Tracz, AdVini’s Marketing Director, in a February press release. “It marks the re-launch of travel retail and the return of travelers from Asia and North America, two very important segments for AdVini’s development. This location provides added international visibility. Apart from designing a space that showcases our properties, wines and expertise, we wanted to offer visitors a truly interactive experience.”

AdVini is a resolutely international company with operations in the most beautiful winemaking regions of France and South Africa. Exports represent over 50% of the company’s sales, and the wines and brands of its properties are present in 110 countries. Travel retail is therefore a preferred sector for AdVini, which has sales points at more than 145 airports worldwide.

The Once upon a Wine by AdVini pop-up boutique reflects the company’s commitment to showcasing its vineyards and teams to influential companies in the travel retail industry and their customers.