

Avolta strengthens presence in China with new concepts at Shanghai Pudong Airport



Wolfgang Puck Kitchen + Bar joins the F&B line-up at Shanghai Pudong Airport

Avolta has strengthened its presence in the China market with the opening of four new travel convenience and one new F&B store at Shanghai Pudong Airport.

The installation of four new Hudson stores and the addition of a new Wolfgang Puck Kitchen + Bar at the airport, ranked as one of the busiest in China, is, according to the company, “another way that Avolta is working to make travelers happier”.

With over 54 million passengers in 2023, Shanghai Pudong Airport is a major aviation hub of East Asia, an important element of Avolta’s APAC portfolio and commitment to expanding in the region. The openings form part of Avolta’s Destination 2027 strategy to introduce globally innovative concepts which elevate the traveler’s airport experience to an entirely new level, through the ability to offer airport partners a comprehensive set of travel retail, F&B, convenience and hybrid concepts. Avolta said the high volume of international passengers presents the perfect environment for its expanded portfolio of sophisticated, quality and unique concepts.



Avolta has opened four new Hudson stores at the Chinese airport

The new Hudson stores aim to offer the ultimate in convenience and digital innovation to Chinese

and international travelers, with an assortment including travel essentials and F&B products. In addition, shoppers benefit from digital displays capable of alerting about brands and promotions across the stores.

The Wolfgang Puck Kitchen + Bar is a full-service restaurant and bar that provides Chef Wolfgang Puck's globally inspired cuisine and a lively atmosphere for a casual dining experience with attentive and welcoming service. Quality, functionality and a warm environment welcome the traveler with a place to relax and escape the busy terminal pace.

Freda Cheung, Avolta's President & CEO Asia Pacific, said, "With its remarkable number of passengers, Shanghai Pudong Airport is the ideal location to boost our presence in China, representing an attractive market for us and where we see a considerable growth potential with our convenience and food and beverage concepts.

"Through the Dufry-Autogrill business combination, our transition to Avolta, and in line with our Destination 2027 strategy, we have expanded our ability to offer airport partners a comprehensive set of travel retail, F&B convenience and hybrid concepts, and we look forward to elevating the traveler's airport experience to an entirely new level. We're confident that this aligns with the vision of Shanghai Pudong Airport, who I would like to thank for the trustful collaboration and support, which have enabled the opening of these stores."

"We are thrilled to introduce the Wolfgang Puck Kitchen + Bar at Shanghai Pudong Airport in collaboration with our partner Avolta," added Chef Wolfgang Puck. "Our culinary team is committed to sourcing the freshest ingredients and incorporating the latest technology to create a menu that resonates with global preferences and also features locally influenced dishes."