

# Lagardère opens new local concept Southern Providore

Lagardère Travel Retail has announced the opening of the company's new local concept, Southern Providore, in Adelaide, awarded in 2019.



Lagardère has partnered with the Kaurna nation, whose traditional land the airport rests upon, as evidenced at the store's grand opening

The Southern Providore concept, which was designed specifically for Adelaide Airport, showcases a range of coffee, tea, condiments, cheeses, wines, liquor, chocolates, confectionery, health and beauty and gifting products from over 36 South Australian brands including Jurlique, Taylor's Wines, 23rd Street, Prancing Pony, Robern Menz, Sam's Popcorn, Maine Beach, Beerenberg and Chocolate No.5.

The store also features an area dedicated to producers from Kangaroo Island, including Kangaroo Island Spirits and KI Living Honey to name just a few.

The tasting café inside the store features local boutique coffee roaster Cirelli Coffee, pastries by Market Street, small plates of local fare, and a changing range of local wines, beers and spirits by the glass.



The store's tasting café features coffee roasted by local boutique roaster Cirelli Coffee

Travellers will get to know the people and stories behind the products and the menu, through live tastings at the central "Grand Table" and QR codes placed throughout the store that link through to the Southern Providore website.

### **Management is proud**

Przemek Lesniak, Lagardere Travel Retail CEO, Pacific is proud of this next evolution of local concepts: "Southern Providore is the true embodiment of sense of place. From our engagement with Red Centre Enterprises to highlighting our biggest range of local producers for a single store yet, everything has come from a place of celebrating the culture, people and passion of South Australia. We knew this project would be some of our most ambitious work yet, and standing here today, it is clear our ambitions have been realised."

Adelaide Airport Managing Director, Mark Young, said: "Southern Providore's focus on the best South Australia has to offer fits perfectly with Adelaide Airport's vision for our revamped retail precinct - part of our current terminal expansion project - which places a premium on local products and produce. It has exceeded our expectations with so many boutique offerings and clever use of storytelling to explain why South Australia is now such a popular destination for food and wine experiences."

Those unable to visit Adelaide Airport will soon be able to purchase via the Southern Providore website, with options for both click and collect and delivery. [www.southernprovidore.com.au](http://www.southernprovidore.com.au)



Those who can't get to Adelaide Airport or who want to prolong their South Australian trip will soon be able to order these local specialties online

### **First nations partnership**

As part of the opening of Southern Providore, Lagardère Travel Retail announced a partnership with Red Centre Enterprises in an effort to support, engage with and acknowledge the people of the Kurna nation, the traditional owners of the land Adelaide Airport sits on. This partnership is the first step in a broader journey the business is taking towards more meaningful, respectful and reconciliatory engagement with first nations people across the Pacific. "Through Red Centre Enterprises, we have been able to engage directly with First Nations' producers and support those communities with sustainable economic and business opportunities. The store and website also prominently feature acknowledgement of country as part of the design and was officially opened with a traditional Welcome to Country."

Yundamarra, Founding Member of Red Centre Enterprises said: "A new and exciting Journey awaits as Australian First Nations Elders, Communities Leaders, Red Centre Enterprises and Associated networks bring to life the Sharing of Story and Song-Line Range at Southern Providore. This Legacy initiative is not just about having these exciting products in-store , it is also about creating a journey of discovery and education, respectfully exploring the World's oldest living culture while allowing Australia's First Nations Peoples to share their story and give a better understanding of the amazing people and communities behind these products and services.

"We welcome collaborations from many other First Nations Enterprises and Communities, and believe that together we can continue to have a positive impact to Australian and International Communities, ensuring sustainable prosperity for their future generations. Red Centre believes that together we can continue to have a positive impact to Australian and International Communities, ensuring sustainable prosperity for their future generations and prides itself on being inclusive to all. This on-going vision means genuine partnerships are developed to showcase our communities, and ensure they are fully immersed in the decision making processes along the journey.

“We thank Lagardère Travel Retail for their leadership in working with us through the development of Southern Providore and allowing this positive step forward for our Elders and their Communities.”