

# Lagardère Travel Retail Peru opens 'Fantastico Peru,' celebrates first year in business



The official inauguration of 'Fantastico Peru', which took place yesterday, was attended by representatives from the French and German embassies, by delegates from the German and Lima Chambers of Commerce as well as by local journalists

To mark the first anniversary of its operations, Lagardère Travel Retail Peru is unveiling a brand new concept, 'Fantastico Peru.' The concept is hosted in the revamped 250 meters-squared space at Jorge Chavez International Airport in Lima. Entirely designed around local authenticity, the new concept offers travelers an immersive experience into what the Peruvian culture has best to offer.

In January 2022, Lagardère Travel Retail officially took over the operations of duty free stores at Lima airport. In less than a year, the team has brought significant developments into the stores including a new payment area aligned to the Aelia Duty Free concept, a space dedicated to chocolate with a treats tree inspired by the iconic Peruvian Yuza tree, and a vast modern sense of place development to reflect the uniqueness of the Peruvian culture.

## **Fantastico Peru provisions**



Fantastico Peru at Jorge Chavez International Airport in Lima

'Fantastico Peru' offers an immersive experience to discover local brands and producers. The selection of products includes beverages, gourmet foods, souvenirs, textiles and cosmetics. Among many other choices, travelers can access a large assortment of Pisco, the shining star in Peru (including the exclusive pisco 'Parras Centenarias' by Demonio de Tacama), but also gin, vodka, beers, and the recently awarded "Black Whiskey" from Don Michael Andean Distillery. To enhance travelers' feeling to be immersed into the Peruvian culture, new animations have been developed for the store including a distillery bar, stands to showcase local artists and products. A new space has also been dedicated to chocolate to give tablets and pralines better exposure and enable customers to compose an assortment of their favourites "chocotejas", a truffled chocolate typical from Peru, in a pick & mix space.

It also features a space dedicated to healthy foods, where travelers can find 100% locally-sourced gluten and sugar-free products as well as superfoods. This innovative space, which breaks the code of the traditional Duty Free offering, has been developed to promote the fact that anyone can access better health and living even on a journey.

### **A word from the execs**

Commenting on this announcement, Cyril Letocart, CEO of Lagardère Travel Retail in Peru, said, "We are very proud to be unveiling this new concept which brings together the best of what the Peruvian culture, gastronomy and artisans have to offer. It is a new step towards creating different Duty Free experiences for travelers, focused on local authenticity. To materialize this ambition we have worked hand in hand with our partners at Lima Airport Partners who share the same vision and values. And we must all recognize this has been quite an achievement given the sizeable challenges we have faced along the way, from juggling with multiple technical and suppliers' constraints in a still feverish logistic environment to managing the continued impact of the sanitary crisis."



Norbert Onkelbach, Chief Commercial Officer of Lima Airport Partners, said, "We are very pleased to celebrate the anniversary of our commercial partnership with Lagardère Travel Retail, with whom we have built a relationship based on trust and collaborative work during the pandemic recovery. Together, we have designed a commercial offer focused on some common values: Improving passenger experience, revaluing Peruvian culture, and promoting a sustainable business through employing from the local neighbours of Callao and providing opportunities for local suppliers."

This local concept is aligned to Lagardère Travel Retail's CSR pledge to support local producers and economies and champion the Peru brand.