

Qatar Duty Free to open Harrods Tea Room at Hamad International Airport



Qatar Duty Free (QDF) announced that it will open a Harrods Tea Room in Hamad International Airport (HIA) later this year, offering passengers a range of Harrods specialties. HIA will be the only airport in the world to house a Harrods Tea Room, adding to the existing portfolio of two Harrods signature stores at the state-of-the-art, award winning airport.

The Harrods Tea Room will be located at the heart of HIA next to the iconic Lamp Bear and will present an impressive selection of teas from Harrods Food Halls, along with a menu of mouth-watering pastries. The tea room will also feature an ice-cream parlor with flavors and a quality unrivaled in the region.

Qatar Duty Free Senior Vice President, Mr. Bruce Bowman, said: "Qatar Duty Free believes in providing its customers with the finest experiences and we have expanded our partnership with the iconic Harrods brand to do just that. We are very much looking forward to unveiling the Harrods Tea Room at HIA later this year and are certain that this launch will delight passengers travelling through the airport; a destination with shopping, dining and five-star facilities catering to the needs and tastes of travelers from around the globe."

Harrods Director, Raj Assanand said: "Since its inception, Harrods has been famous for bringing the finest tea experiences to customers around the world. We are delighted to be launching this new venture at HIA."

The history of Harrods spans over 170 years. The world famous brand, synonymous with quality, started its operation by offering tea. Harrods special relationship with tea growers continues to this day, with over 170 teas sold at the Knightsbridge Store, London.

QDF was awarded 'Airport Retailer of the Year' at the *2018 DFNI Global Awards*. In April, the leading airport retailer was recognized at the *PAX International Readership Awards* when Qatar Airways won 'Best In-Flight Duty Free Program' for the Middle East and Africa and was acknowledged as an industry leader for its outstanding in-flight duty free service, which is operated by QDF.

QDF boasts more than 90 affordable and luxury stores as well as over 30 restaurants and cafés covering an area of 40,000 square metres at HIA and providing travelers with a world-class shopping experience under one roof. Luxury brands available at the five-star airport include Tiffany & Co., Gucci, Bulgari, Hermès, Hugo Boss, Moncler, Rolex and Harrods.

HIA, the home of QDF, Hamad International Airport has been ranked as the fourth best airport in the world at the SKYTRAX World Airport Awards 2019, which took place during the Passenger Terminal Expo 2019 in London, United Kingdom. HIA has also once again been ranked as a five-star Airport and was honoured with the title of 'Best Airport in the Middle East' for the fifth year in a row and 'Best Staff Service in the Middle East' for the fourth year in a row.