

# smartseller at Münster Osnabrück Airport opens redesigned retail space



The retail space was officially opened under the name *all yours* and combines duty free, foodservice and convenience elements in one area

smartseller at Münster Osnabrück Airport has redesigned its duty free, foodservice and convenience space. The different elements are now combined together in an open, integrated concept. The retail space was officially opened today under the name *all yours* in the presence of airport and smartseller representatives.

The space covers an area of approximately 600 square meters and is located directly after the security checkpoint. Following the redesign, visitors can now enjoy great views of the apron and the airport gates.

According to the company, the previously separate foodservice and duty free areas have been removed to create a single, combined space. As part of this, passenger flow has been adapted so that travelers will walk by the new location.

smartseller, a joint venture established between Gebr. Heinemann and the travel foodservice chain casualfood in 2020, offers added value to small and medium-sized regional airports by combining travel retail, food & beverage, and convenience. Now, following the success of the first shop in Ljubljana (Slovenia), the second *all yours* shop, designed and run by smartseller, is opening in Münster/Osnabrück, where duty free, foodservice and convenience spaces will be combined in one area.

## Expanded services at a glance

*all yours* offers travelers a new local produce area, in which more than 30 typical products from the Westphalian region are presented. The selection of sunglasses and jewelry has been extended.

Similarly, the range of spirits, confectionery goods, and books and magazines has been significantly expanded, along with the travel essentials and convenience area.

There is also an extensive foodservice including salads and hot dishes such as burgers, pasta, and pinsa.

*all yours* is divided into four areas: YOUR SPA (relaxation and refreshment), YOUR STUDIO (layovers), YOUR KITCHEN (food), and YOUR MÜNSTERLAND (local products).

"Thanks to our strong partnership with the airport, we have been able to set up our *all yours* concept right in the heart of the airport. The combination of an integrated offering, central location, and unique views makes this far more attractive for travelers," said smartseller Managing Director Karl Niendorf.

"The innovative concept of *all yours*, which seamlessly combines retail and food service, is one of the highlights at our airport. We are proud to have completed this future-oriented project together with smartseller and are convinced that it will be very popular among passengers," added Professor Rainer Schwarz, Managing Director at Münster Osnabrück Airport.