

Sweet Dreams by Heinemann reopens at Hong Kong International Airport



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[Heinemann Asia Pacific](#) has reopened its Sweet Dreams by Heinemann confectionery stores at Hong Kong International Airport, marking the first time since March 2020 that all of Heinemann's stores in the region are open for business.

Sweet Dreams is a confectionery concept debuted by Heinemann in July 2018, offering a mix of international and local brands, including the fan favorite Hokkaido chocolate brand ROYCE and an expanded TWG assortment.

"We are delighted to bring back a sense of fun and excitement to passengers traveling through Hong Kong International Airport as they start traveling again," Heinemann Asia Pacific Chief Operating Officer Johannes Sammann commented. "We are also happy to extend our partnership with Hong Kong International Airport, reaffirming our commitment to this key regional market, and we look forward to being part of the airport's vibrant retail offer. On a personal note, we are also thrilled to welcome back so many Heinemann team members to our business, with nearly our entire team made up of former colleagues."

Alby Tsang, Head of Retail & Advertising of Airport Authority of Hong Kong, added, "We are pleased to

have Heinemann's reopening to drive the momentum of our commercial recovery. We have conducted extensive renovations to our retail precinct in Hong Kong International Airport during the pandemic and we are ready to welcome passengers back with a refreshed offer, and Sweet Dreams plays a strong role in injecting excitement into our retail experience."