

# Ever Rich Duty Free opens new stores at Taoyuan Airport



The Hello Kitty-themed store in Terminal 2, Taoyuan International Airport

Following the lifting of pandemic restrictions by the Taiwanese government last October, there has been a surge of tourists flocking to the airport. Responding to the increasing demand, [Taoyuan International Airport](#)'s leading travel retailer, [Ever Rich Duty Free](#), has opened new stores and restaurants for returning travelers.

There is a new Hello Kitty-themed store located at C2 Gate in Terminal 2. The shop offers over 1,000 items featuring not only the iconic Hello Kitty but also other popular Sanrio characters, such as Pom Pom Purin, Kero Kero Keroppi, Badtz Maru, and more.

"From adorable Hello Kitty cookware, aprons, and home accessories to trendy mobile phone peripherals, this shop has everything you need to satisfy your love for all things cute and charming," notes the company. "It even provides airport limited edition souvenirs, such as Hello Kitty tea-flavored pastries, that will make great keepsakes for Hello Kitty fans to take home."

In addition to the shop, Ever Rich Duty Free has rolled out a mini Hello Kitty-themed playground, located right next to the shop. This playground features a bus-shaped slide and an interactive motion-sensing game zone.

"Another exciting addition to Taoyuan Airport's retail offerings is the Taoli Bookstore located at C1 Gate, Terminal 2. The bookstore features a remarkable design, boasting a lofty 6.3-meter high ceiling and floor-to-ceiling double-story bookshelves. The stunning ambiance is further accentuated by several spectacular 3.8-meter table lamps, providing a surreal atmosphere that has captivated travelers' attention since its opening."

Ever Rich Duty Free has also unveiled Taiwan's first certified LEGO duty free store at Terminal 2, and a new liquor shop located at C3 in Terminal 2. The shop offers a wide range of popular Taiwanese liquors, such as Kinmen kaoliang and Kavalan whisky, as well as an impressive selection of well-known international spirits.