



# ANDREW J. DAY

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**Group CEO**

Emirates Leisure Retail & Maritime &  
Mercantile International

MEADFA – 25-26 November 2019

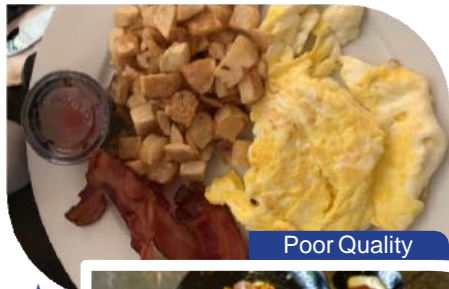
# FOOD FOR THOUGHT

How airports can better join the dots between the F&B and retail offers in order to create a seamless, attractive overall commercial offer.



# THE NEW TRAVEL WORLD

## High Quality Food



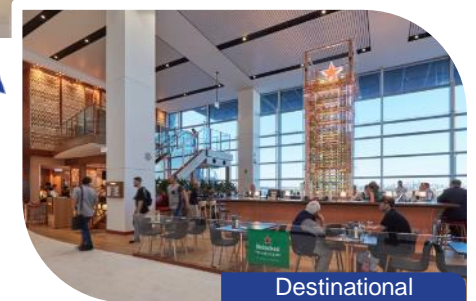
## Full Service Restaurants



## Driving Convenience Through Digital



## A Great Travel Experience



# UNDERSTANDING YOUR COMPLEX CUSTOMER



Data = Targeting



Understanding = Engagement

# UNDERSTANDING THE CUSTOMER NEEDS AND WANTS



Business



Business



The Friends



The Family



The Friends

# TAILORING THE OFFER TO MEET THE NEEDS OF OUR CUSTOMERS



Sports Fans



Family



Whisky Collector



Traveller



The Draft House



Giraffe



The Macallan Boutique



Asian Street Kitchen

# ● HOW GLOBAL RETAIL TRENDS ARE INTEGRATED INTO F&B

Experience



Hyperpersonalisation



Social Responsibility



# IT'S ALL ABOUT THE EXPERIENCE

Experiential Retail - consumers spending less on material things and more on doing things (and telling the world about it)



Emirates Onboard Wines in Le Clos



Smoking Burger at Jack's Bar & Grill



Tasting Experience at The Macallan



Entertainment at Asian Street Kitchen



# ● HYPERPERSONALISATION



Engraving



Latte Art



Exclusive Single Barrel Bottling



The Glenfiddich Gallery

# THE GLENFIDDICH GALLERY – AN EXAMPLE OF HYPERPERSONALISATION



Select a rare whisky

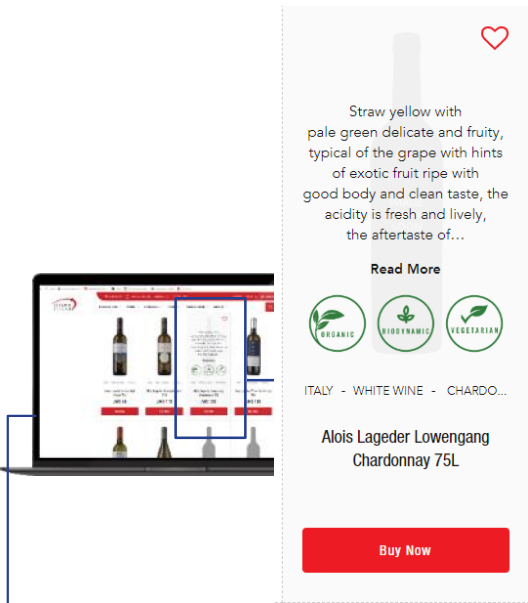


Customise your label and choose your colours



Your personalised Glenfiddich

# ● SOCIAL RESPONSIBILITY



Straw yellow with pale green delicate and fruity, typical of the grape with hints of exotic fruit ripe with good body and clean taste, the acidity is fresh and lively, the aftertaste of...

Read More

ITALY - WHITE WINE - CHARDO...

Alois Lageder Lowengang Chardonnay 75L

Buy Now

ORGANIC  
VEGETARIAN  
BIODYNAMIC  
VEGAN

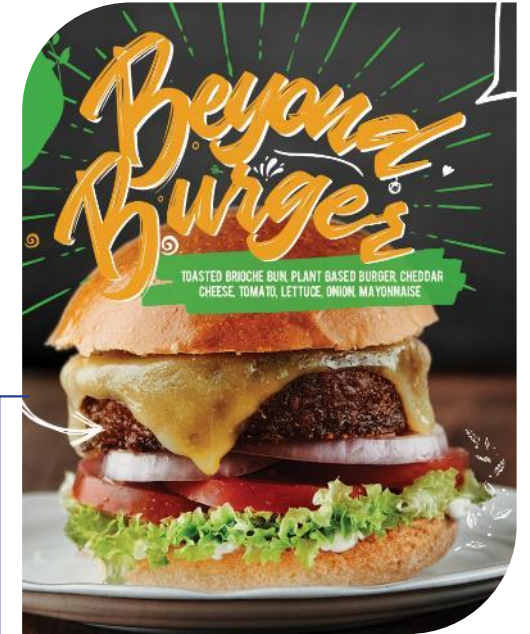
More demand for sustainable Wines



Dubai Airports ban on SUP – The Catalysts for Change



Costa cups Re-usable & Plant Based Take Away



Beyond burger – Caring for the Planet & delivering choice

# ● WHAT CAN TRADITIONAL RETAIL LEARN?



Functional and transactional

It's not just about the product, it's all about the Experience



A glass of champagne while you get a blow dry The Blowout, UK



Airbräu microbrewery at the Munich Airport, Germany



Create your break at the Kit Kat Chocolatory, John Lewis stores, UK

# ● THE COMMERCIAL OPPORTUNITY



Duty Free

Functional



Experience

Great Customer Experience



Restaurants & Bars



Hyperpersonalisation



Social Responsibility



Big  
Commercial  
Opportunity

A top-down view of a group of people in a meeting, overlaid with a semi-transparent blue filter. The scene shows hands pointing at documents, a laptop, and a smartphone on a wooden table. The text "THANK YOU!" is centered in white, bold, uppercase letters. A white dot is positioned to the right of the text, connected to a vertical line that extends from the top of the image.

**THANK YOU!**