

# Purely Tasmania opens at Hobart Airport, celebrating the best of the state

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The very best of Tasmania has been distilled in a new retail and tasting experience at Hobart Airport.

Purely Tasmania showcases some of the state's finest local producers, including Sullivans Cove, Van Diemens Land Creamery, Richmond Botanicals and new products from LARK.

Located in the Departures area, the store offers both take-home gifts and a dine-in experience, giving passengers the opportunity to take a piece of Tasmania home with them as well as enjoying wine, beer, spirits and locally sourced produce before they fly.

It is the second new store to open as part of Hobart Airport's \$200-million terminal upgrade, which will ultimately expand the airport's offering from five to nine food and beverage outlets, and from three to seven retail stores – giving travellers more choice.

The 248-square metre space has been purpose designed for the airport environment, featuring warm timber finishes, custom joinery and a central bar and tasting area alongside curated retail displays, blending efficient passenger flow with an authentic sense of place.

Hobart Airport Chief Financial and Commercial Officer, Kate Gillies said the new store would give travellers the opportunity to experience the very best of Tasmania one last time before they set off on their journey.

“Purely Tasmania is a wonderful showcase of our island, its makers and our quality produce, featuring whisky, gin, wine, cheese, fudge and honey, alongside a curated tasting menu starring regional ingredients,” Ms Gillies said.

“In partnership with store operator LagardèreAWPL and local suppliers, we're excited to see it come to life, giving travellers a memorable final taste of Tasmania.

“This is all part of our \$200 million terminal upgrade, giving travellers more space and more choice while supporting more direct Tasmanian jobs and employment through our brand partners.”

CEO of LagardèreAWPL, Costa Kouros, said the collaboration highlighted the travel retailer's commitment to showcasing regional excellence in airport environments.

“We're proud to partner with Hobart Airport on this uniquely Tasmanian experience, and thank the whole Hobart Airport team for their trust in LagardèreAWPL to bring this store to life through our extensive experience as the leaders in specialty airport retail.”



Tasmanian distillery Sullivan's Cove will launch its award-winning whisky range instore, marking the brand's first airport retail presence. The debut provides travellers with a rare opportunity to experience one of Australia's most internationally celebrated single malt whiskies before departing or upon arrival.

"We look forward to sharing our world leading single malt whisky through Purely Tasmania at Hobart Airport, connecting with travellers arriving to and departing from the island. It is here that some of the most compelling stories of flavour and time are being written" A Sullivans Cove spokesperson said.

**ENDS**

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