

IN-STORE

## Peninsula provides hotel experience to-go in airport boutique

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*Peninsula brand chocolate*

By STAFF REPORTS

Peninsula Merchandising Limited, the branded product developer for Peninsula Hotels, is looking to make a lasting impression on travelers with the opening of its first airport store.

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The new Peninsula Boutique at Hong Kong International Airport will offer an opportunity for flyers to take a piece of the hotel home with them, with chocolates, cookies, teas and gifts. Hospitality brands are frequently looking for ways to bring their brand lifestyles to consumers even outside of the properties themselves.

### Travel retail

The new 644-square-foot store is located in the passenger departures area of the airport. This Peninsula Boutique's look was created by interior design firm Yabu Pushelberg, which has a long-established relationship with the hotel brand. Meant to mimic the inside of a trunk, the store features wooden and leather fixtures, while marble countertops add a modern appeal.

Here, consumers can purchase treats exclusive to Peninsula, including hand-dipped chocolate cookies made from a recipe from the Hong Kong hotel's chefs. Other delicacies include butter egg rolls, coffee egg rolls, chocolate chip and macadamia cookies and mini milk chocolate bars.



*Afternoon tea at The Peninsula Hong Kong*

Peninsula's heritage of artisanal chocolate is also on display, with handmade sweets prepared by Matre Chocolatier Marijn Coertjens, who oversees The Chocolate Room at Peninsula Hong Kong.

The brand's tradition of tea is represented in the product assortment, with both Chinese and Western blends.

Gifts include the Peninsula Bear, silver-plated frames and souvenir mugs.

"The Peninsula Hotels has a long history in serving travelers from all over the world with impeccable service, we are delighted to operate our own boutique at the travel hub of Hong Kong to offer customers a taste of The Peninsula," said Julie Bourgeois, general manager of Peninsula Merchandising Limited, in a statement.

Branded stores enable hospitality providers to reach consumers regardless of where they are.

Starwood Hotels and Resorts' The Luxury Collection lets guests recreate their stay at home with a retail Web site.

On The Luxury Collection Store, consumers can purchase bedding, towels and robes, as well as art. Allowing consumers to own part of the group's hotels will help to remind them of their travel experiences and expand the length of the trip ([see story](#)).

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