



Tax Free by Heinemann and Waldemar Behn bring the après-ski mood to Copenhagen Airport with Danzka vodka and Dooley's

Hamburg/Copenhagen, 6 March 2014

You don't need a mountain backdrop or powdery snow to recreate that après-ski mood – and only the drinks need to be chilled. For the entire month of March, the largest of the six Heinemann Tax Free shops at Copenhagen Airport will be staging an exclusive promotion themed on skiing and other winter pleasures in partnership with Waldemar Behn, producer of unique spirits.

Travellers visiting the elegant Danzka Vodka bar, which is situated in a large promotional area, will be invited to sample various types of the premium vodka – either neat or mixed with flavours ranging from grapefruit to cranberry. In fact all six varieties of the vodka (which has its roots in Denmark) are included in the Heinemann Tax Free product range. Its unmistakable aluminium bottle not only makes for fast cooling, but also lends itself to secure travel. What's more, passengers can look forward to one of the world's most awarded cream liqueurs: Dooley's Original Toffee Cream Liqueur. The vodka-based cream, which blends Belgian toffee with Dutch cream, is best enjoyed neat or on the rocks; it's also an insiders' tip among cocktail aficionados. Because of its low fat content, Dooley's makes an excellent basis for sophisticated cocktails and other long drinks.

Throughout the campaign period, customers purchasing a bottle of Danzka Vodka or Dooley's will also receive a free gift in the form of a pocket-sized bottle.

Meanwhile keen skiers – and newcomers to the sport who'd like to experience the feeling of strapping on skis – can tackle a virtual piste thanks to an in-store ski simulator. The best skiers



will be in with a chance of winning a high quality, hand-filled quilted jacket by Yeti. The specialist producer from Görlitz (Germany) showcases more outdoor style in the Brand Box, which belongs to the Heinemann Tax Free shop. The Brand Box is transformed into a pop-up store during March.

Full service for all air passengers

In April 2013, six innovatively remodelled and redesigned Tax Free shops operated by Gebr. Heinemann Retail ApS, a subsidiary of Hamburg-based Gebr. Heinemann, opened their doors at Copenhagen Airport. As well as leading international brands at attractive prices, all stores feature a clear layout and special promotional spaces for surprising new products and ranges. Heinemann and Copenhagen Airport conduct regular reviews to confirm passengers save cash on their purchases. In the Tax Free shop, all perfumes and cosmetics in the regular range are offered at a guaranteed 20 percent discount on normal High Street prices in Denmark.

Gebr. Heinemann and Copenhagen Airport are also hoping their excellent service will be equally popular with shoppers. Passengers departing from Copenhagen can place orders online before leaving home by visiting www.taxfree.dk; their purchases will be ready for pick-up and payment – practically in passing – at the Tax Free shop. The chance to shop on the way to the gate saves passengers valuable time.

Gebr. Heinemann Retail ApS

The six Tax Free shops* at Copenhagen Airport (and the online shop) are managed by Gebr. Heinemann Retail ApS, a wholly owned subsidiary of Gebr. Heinemann. The Copenhagen outlets have been operated by Gebr. Heinemann since March 2007. In June 2012, the company signed a new contract for the concession at Copenhagen Airport. The agreement, which has a term of five years, came into effect on 1st March 2013.

*Main shop (2,400m²), pier shop A (175m²), pier shop B (80m²), pier shop C (expanded from 100m² to 260m²), Terminal 3 shop (160m²) and Arrival Shop (126m²)

Gebr. Heinemann SE & Co. KG

Gebr. Heinemann is one of the three most important players on the global travel retail market. The Hamburg family-owned business supplies over 1,000 customers in over 70 countries. As far as the retail trade is concerned, Gebr. Heinemann is active at no less than 61 airports in 27 countries where it operates 230 Heinemann Duty Free & Travel Value shops, Concept shops and boutiques for internationally renowned brands. The company also runs boutiques on cruise liners and border shops.

Since 1879, Heinemann has had its headquarters in what is now the HafenCity area of Hamburg. The company is managed by cousins Claus and Gunnar Heinemann, who represent the fourth generation of the Heinemann family. Gebr. Heinemann achieved consolidated group turnover of €2.4 billion in 2012.

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