

Harper Dennis Hobbs to support EL&N expansion into duty free and travel retail

Strategic retail property consultancy Harper Dennis Hobbs (HDH) has been appointed by London café chain EL&N to support the global expansion of its retail line into the travel sector.

EL&N is hoping to establish the brand inflight, in airport stores, on cruise and ferries and in downtown duty free shops.

Following the launch of its new wholesale distribution channel, HDH's travel retail team will assist EL&N in showcasing its brand and products to new travel and duty free audiences.

EL&N has expanded from its original café on Park Lane to locations such as Selfridges on Carnaby Street and St. Pancras International train station.

With products such as the EL&N Spanish Latte can, EL&N Salted Caramel Milk Chocolate bar and lifestyle items including the EL&N Large Flask in Pastel Pink and EL&N 3 Charm Keyring, EL&N is hoping to establish the brand in the DF&TR arena (*inflight, airport stores, on cruise and ferries and in downtown duty free shops*).

HDH's travel retail team works with leading luxury and lifestyle brands. It will position EL&N to bring fresh ideas to the travel industry, along with a touch of 'glamour and excitement' to the customer's journey.

NEW GLOBAL TRAVEL RETAIL PARTNERSHIP

Simon Black, Executive Director at Harper Dennis Hobbs said: "We are delighted to be working with EL&N to aid the expansion of this distinctive brand into the global travel retail market.

EL&N has expanded to key London locations such as Selfridges on Carnaby Street and St Pancras International train station.

"The travel sector offers vast opportunities for brands who might not have previously considered this an option. Our wholesale distribution channel can provide a complete solution for fresh and innovative businesses, such as EL&N, to enter the travel retail space—not only in airports and train stations but potentially in the cruise and inflight sectors.

"We are sure that EL&N's positive messaging and travel spirit is perfectly targeted to the younger demographic of customers that will be eager to travel when restrictions are lifted. We are thrilled to bring this glamorous brand into the travel retail sector."

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EL&N is confident that its coffee speciality items and gifting range will be a big hit in duty free and travel retail.

Alexandra Miller, Founder of EL&N London added: "We're so excited to be launching our first full retail range into the travel retail sector with HDH. There's a real gap in the travel market for unique, innovative brands that tap into a slightly younger demographic.

"We're confident that our coffee speciality items, and our beautiful gifting range will be loved by jet setters and commuters alike!"