

The largest store for the Starter retail brand from duty free and travel retailer, Flemingo, has opened at Abu Dhabi Airport's Skypark Plaza in Terminal 3 after the company won the contract at the start of the year.

At 230sq m, the first airport supermarket from Starter is also Flemingo's entry into the Middle East. The shop has the fullest product offer yet, and raises the Starter count to **five locations**.

The store carries groceries, personal care, dairy, travel accessories, frozen foods plus a bakery and live food counter serving an assortment of cooked, pre-cooked and ready-to-eat food options.

The retailer says that Starter also intends to provide additional services like free home delivery and ordering by phone. The store caters to international travellers, employees of the airport as well as residents.

Kartik Bhat, Group Head & Vice President comments: "Flemingo's entry into the Middle East market comes with a tailor-made and exclusively built supermarket Starter for airport staff and passenger. The store offers a shopping experience comparable to any other large format hypermarket to give the shopper the comfort of effortless shopping."

DOOR TO THE REGION

Bhat adds: "Through Starter in Abu Dhabi, Flemingo wishes to start a new journey of innovative store concepts across the Middle East and Asia, wooing the discerning airport traveller."

The Starter format is strategically important for the group in achieving its vision of 2B.BY 2020. Flemingo also operates Xpress convenience stores in Indonesia and Malaysia in addition to Starter stores in Indonesia, Costa Rica and Poland.

Flemingo is now present in 32 countries with over 140 operations and operates duty free shops in airports, borders, downtown, seaports, UN commissary shops, and diplomatic duty free, in addition to inflight supply as well as convenience stores, F&B and luxury retail outlets at airports.

