

Newsletter

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Exciting news for all passengers...

Copenhagen Airport Shopping Center opened a new shop with popular products for children and adults on 2 February 2000

A new and exciting shop based on two unique brand concepts opened yesterday at the Copenhagen Airport Shopping Center. M&Ms are exciting chocolate and toy products based on the well-known "wide-bodied" figures known from the TV commercials. WORLD OF FUN offers a more traditional toy range put together in a different way that focuses on action and amusement.

Focus on lifestyle and brand concepts is one of the principal retail trends of today. Copenhagen Airport has always focused heavily on children and products for children in the Shopping Centre.

The first M&M shop in Europe

The two concepts were chosen because M&M chocolates and toys are very popular in Denmark. Denmark is actually the second largest consumer (per capita) of M&Ms, after the United States. The M&M shop at Copenhagen Airport is the second of its kind in the world and therefore rather unique. Denmark is the first European country to have an M&M shop: Las Vegas is the only other place that has one.

During the first weeks in the shop's existence, Red and Yellow from the M&M's bag will walk around live in the shop, handing out chocolates to children. A bright yellow Volkswagen Beetle will be parked outside the shop – its colour and well-rounded design may remind shoppers of the funny M&M figures and the popular chocolates.

Nuance Global Traders is the operator

Nuance Global Traders, the operator of the Airport's duty-free shops, will also be operating the new specialty shop. Nuance Global Traders already operates the duty-free shops – including Whisky World with its multitude of whiskies, the Cigar Club with its wide range of the best cigars, and the Beauty Zone with cosmetics and perfume.

**For additional information please contact The Airport Shopping Centre Department,
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