

Avolta opens new walk-through store in Bulgaria's Sofia International Airport



"A significant milestone": Avolta and SOF Connect employees at the opening of the new store

Representatives from Avolta and Sofia Airport's operator SOF Connect celebrated the official opening of a new walk-through retail store in Bulgaria's largest international airport today (April 26).

As the latest opening from Avolta's 2022 contract win, the store is said to set a new benchmark for travel retail in Eastern European airports.

All travelers in Terminal 2 will pass through the new 1,733 square meter retail space, which is located directly after the security control area. Beauty takes center stage with 365 square meters of floorspace, with a Victoria's Secret corner - the brand's exclusive point of sale in Sofia - integrated within the area. Fashion brands such as Longchamp, Furla and Guess, offer their latest leather accessories collections while a specially dedicated area of almost 200 square meters showcases local products to foster a sense of place for travelers. A 'Taste of Sofia' tasting bar offers travelers the chance to try the best local wines and spirits.

Emil Georgiev, Avolta's General Manager Bulgaria, said, "We are immensely proud to unveil this new store to travelers. The opening marks a significant milestone in Avolta's commitment to contribute to transforming Sofia Airport into a five-star facility, where travelers are more than happy to spend time. We would like to thank SOF Connect for the trust they've shown in us, and everyone at Avolta that has been involved in bringing this store to life, from the initial store concept, to the efforts of the local team to make all of this happen."

Jesus Caballero, Chief Executive Officer of SOF Connect, commented, "We are delighted to have this brand new and first of a kind Avolta's duty-free walk-through store as part of our retail offering and it fits perfectly with our ongoing commitment to provide a five-star shopping experience for our passengers."