



Media Release

28th August 2007

HDS Retail Asia Pacific and Adelaide Airport Ltd are pleased to announce the opening of Icons South Australia

Created as a showcase of the best gourmet food and wine from around South Australia, Icons opened its doors last week in Adelaide Airport's new state of the art multi-user terminal.

Featuring beautiful graphic imagery and iconic colour palettes Icons depicts South Australia's rich history, vibrant present and exciting future.

The store also includes an integrated tasting bar where customers can enjoy a taste of South Australia before boarding their flight or travelling on their onward journey.

Icons South Australia has been created by HDS Retail Asia Pacific with input and support from Adelaide Airport Ltd as well as Food SA, the South Australian Tourism Commission and the regions leading food and wine producers.

HDS Retail Asia Pacific and Adelaide Airport Ltd are delighted to bring this showcase of South Australia to the millions of travellers using the airport each year.



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