



# Britt Shop®

*www.brittshop.com*

*A unique shopping experience!*



**Britt Shop®**

[www.brittshop.com](http://www.brittshop.com)

*Who are we?*

*A unique shopping experience!*





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*Who are we?*



**Britt Shop** is a specialty travel retailer with over 70 stores in 8 countries that owns and manufactures its key brands in premium coffees, chocolates and specialty items, designs most of its products, and integrates its physical and web-channels.

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***Capabilities based on*** know-how in product and store creation, execution skills, precise logistics, strong customer service, speed of execution, and an executive team comfortable in an international environment have combined to create a unique travel retailer.

***The Company has acquired a strong reputation for its creativity and marketing skills.***

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*Who are we?*



### **Britt's sense of place based retail concepts**

The Company has created outstanding retail concepts that celebrate the local culture of its store locations and offer products with a local touch in all of its locations. *In order to do this, a multi disciplinary team researches and intensively tours the target country to understand the underlying themes that attract the traveler.* These themes are then converted into country-specific stores. The color of cabinets, fixtures, music, decoration, the people at the stores and their dress uniforms are carefully selected to create an interactive space in harmony with each country and culture.

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# *Our Britt Shops*

*A unique shopping experience!*





**Britt Shop**  
COSTA RICA

*Our Britt Shops*

## *Costa Rica Nature, Peace and Pura Vida*

*Like the tiniest gift box with the biggest surprise inside* – that's our Costa Rica. Our Britt Shops here reflect every facet of this surprising country, one of the most biodiverse on earth. *Costa Rica covers barely three-hundredths percent of the earth's surface, yet it contains an amazing 6 percent of the world's plant and animal species.* Costa Rica's volcanic soils and perfect climate produce one of the world's finest coffees. Shoppers can sample all our roasts, together with Café Britt gourmet dark chocolates, sweets, nuts and Jambo grilling sauces. From the shimmering blue wingbeats of the giant Morpho butterfly to the shy exuberance of a rainforest orchid, our stores capture this colorful journey into Costa Rica's diverse natural beauty.

Costa Rica is different. *It's home to Latin America's most enduring democracy.* We've had no army since 1948. Our country is beautiful, diverse, welcoming and peaceful. Our stores here combine it all in the Costa Rican tradition of pura vida – *pure life!*

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**Britt Shop**  
PERÚ

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## *Peruvian culture comes alive!*

Winners of the Creativity in Business Prize 2005, our stores are bright and welcoming places where the mighty Andes and steamy jungles resonate in art, woodcraft and hand-painted murals. The Peruvian University of Applied Sciences (UPC) awarded this prize *for our innovative product line that celebrates the image and culture of Perú.*

With careful thought and research, we've filled our shelves with gourmet Peruvian coffees, arts and crafts, traditional sweets, fruit preserves, the popular Inca Kola, maca nectar and the famous chicha morada, a fermented corn beverage, among others.

*Locally themed souvenirs* such as magnets, caps, key chains, pins, T-shirts and more allow our customers to take a little of Peru home with them.

Moodie Report 2007 awards Britt Shop Perú as the *best destination retail stores worldwide.*



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CHILE

*Our Britt Shops*

## *Head South or Rumbo Sur*

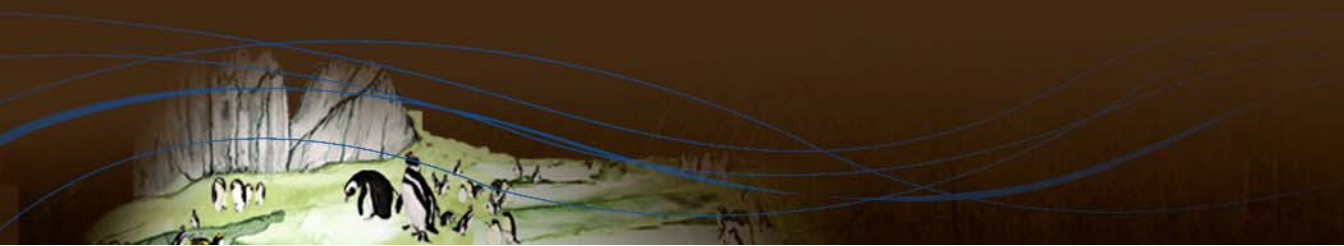
Britt Shop has headed south to wonderful Chile. With an investment of over \$4.7 million and the creation of over 110 new jobs, we are thrilled to embrace this nation's captivating heritage and nature.

Ever admire a shimmering blue gemstone? Come face to face with the brooding figures of Easter Island? Experience the grandeur of the mighty Andes or the irresistible allure of a deserted tropical beach?, Then head south to "Rumbo Sur," Britt Shops covering over 8,000 sq. feet (759 m2) at Arturo Merino Benitez International Airport in Santiago, Diego Aracena Airport in Iquique and El Tepual Airport in Puerto Montt, Chile.

*Our six stores celebrate this curious and fascinating nation.* From its arid Atacama desert in the north to the arctic ice and penguins at its southernmost tip, our staff, décor and products capture it all – and share it with you.

What's your pleasure? Our stores feature fine figurines made of combarbalita, a native stone. Reproduction monolithic stone figures of Rapa Nui, the native name for Easter Island, are perfect reminders of an unforgettable trip. Take home beautiful Chilean artful crafts in copper or jewelry made of lapislázuli, a breathtaking cobalt blue and green native gemstone. Enjoy an exquisite line of food products, including shellfish captured along Chile's shoreline. Sample unique crackers, cookies, marzipan, chocolate, coffees and much more.

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**Britt Shop.**  
CURAÇAO

*Our Britt Shops*

## *Curacao tropical sense!*

*Britt Shop Curacao* has three sparkling gift stores at the Hato International Airport on the Caribbean island of Curaçao. Opened in mid 2006, *these Britt Shops are becoming the talk of the town.*

Our staff “parachuted” into this new culture to design, build, stock and staff stores that mirror the curious Caribbean island. The stores are named after three indigenous flowers from the island: Flamboyen, Kayena, and Tuteurutu. The sounds tell you something about the culture, don’t they?

Two of the stores are located in the international terminal. The third is accessible to all airport visitors.

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CURAÇAO

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CURAÇÃO

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**Britt Shop** CURAÇÃO



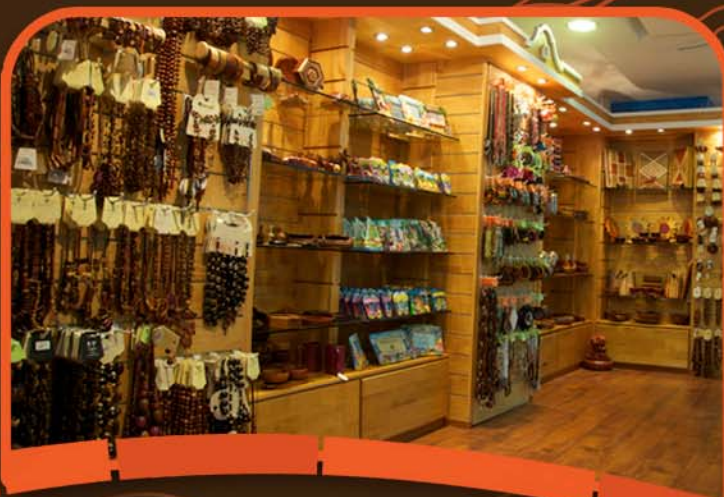
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CURAÇAO

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MIAMI

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## *Latin American Crossroads*

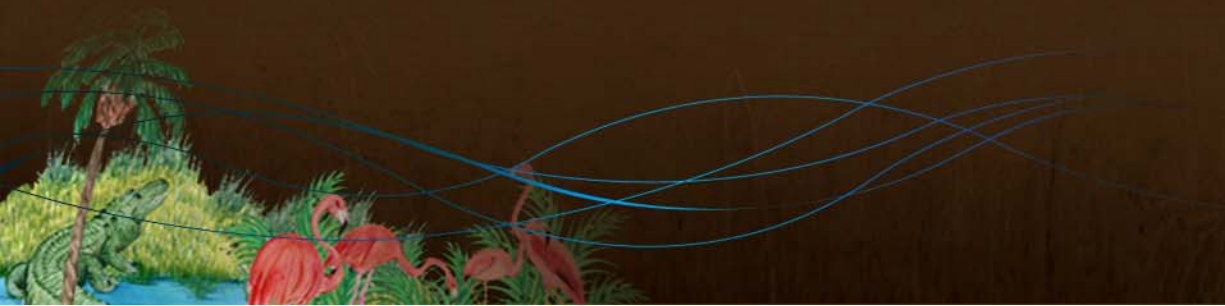
The international crossroads of the Americas, *Miami vibrates with color, culture and glamour.* Its international airport is the U.S.'s third busiest for international passenger traffic, with more than 33 million travelers each year.

Juicy citrus, steamy Everglades and tropical rhythms, our airport shops "Miami to Go" and "Little Havana" capture the energy of it all.

Try our dark-chocolate-covered-orange or white-chocolate-covered lime jellies, *made especially for our Miami visitors.* Feel the unleashed exuberance of South Beach and the sizzle of the red-hot Latin culture.

From breezy palms to playful gators, Britt Shops brings together the best that this fascinating city has to offer, in quantities that make it easy to take home and enjoy.

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MIAMI

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MIAMI

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**MIAMI**  
**TO GO**



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MIAMI

*Our Britt Shops*



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**Britt Shop.**  
ANTIGUA & BARBUDA

*Our Britt Shops*

## *The treasure pirates left behind...*

Shimmering waters and a beach for every day of the week. That's what islanders say about this two-island nation. Our store at the V.C. Bird International Airport captures the tropical splendor and natural wonder of these jewels of the Atlantic.

Sun, sand and diverse nature converge in gifts, crafts and food products that reflect the unique character of the islands.

Colorful coral reefs teem with undersea life and possibly even treasure left behind by pirates lured to this stronghold of Britain's seafaring past. Antigua's colonial architecture and picturesque fishing villages are favorites with visitors. Less developed and wilder, Barbuda is a naturalist's dream. Our store encapsulates the flavor and essence of Antigua/Barbuda. *It's the perfect accompaniment to a visit to paradise.*



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**Britt Shop.**  
MÉXICO

*Our Britt Shops*

## *Spirit of the eagle and the jaguar*

The soaring tenor of the virile mariachi. The tenacity of the tiny chihuahua. *A cultural heritage woven of color, flavor, custom and faith.* That's the real Mexico that visitors discover inside Britt Shops at Mexico City's Benito Juárez International Airport.

*Our eight shops capture the essence of this proud nation*, from its rich and colorful architecture to the pre-Columbian majesty of the pyramid of Chitchén Itzá.

México City, itself, is built over the ruins of the great Aztec city of Tenochtitlán, where a bitter liquid chocolate was the beverage of royalty. Our visitors discover modern-day delicacies, including gourmet Mexican coffee and fresh dark chocolates, as well as the work of artisans whose craft dates for generations. The country's unique ecosystems provide respite to both the wintering monarch butterfly and the stealthy jaguar.

*México is larger than life. It envelopes and inspires. Our stores capture its energy and heritage.*

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MÉXICO

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**Britt Shop.**  
NOUVELLE CALEDONIE

*Our Britt Shops*

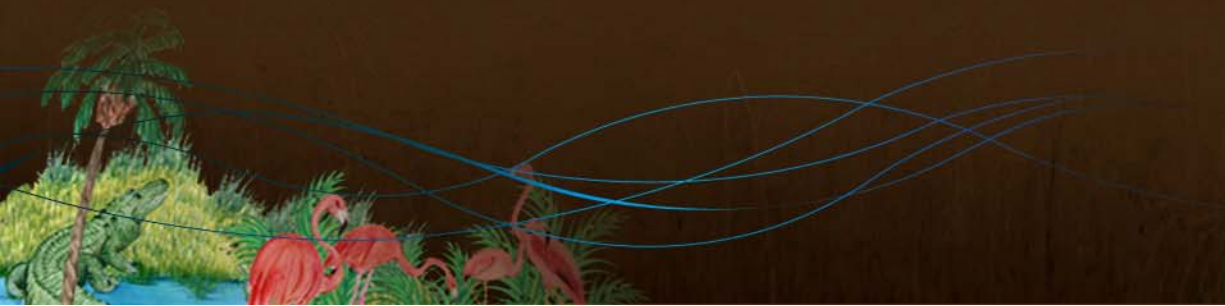
## *Welcome to the Island!*

Amid the turquoise waters of New Caledonia, Britt Shop has [opened a small gift store](#) at the La Tontouta International Airport.

[As unique and as its flightless Kagu bird](#), this grouping of islands rises from the South Pacific some 1,200 km (746 miles) east of Australia with a welcoming presence, an ancient, biologically diverse past and a teeming barrier reef that is a UNESCO World Heritage Site.

Nouméa, the capital city of this French territory, is a portal to the islands' brilliant white-sand beaches, dry and tropical forests, spectacular diving and snorkeling, hiking into the central mountains and world-class wind surfing. [Bon jour!](#)

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NOUVELLE CALEDONIE

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# *Britt Shop Concepts*

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## *Britt Shop Concepts*



BOOKS & NEWS



JEWELRY



BOUTIQUE



MINIMARKET



GIFT SHOP



SPECIALTY SHOPS

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**BOOKS & NEWS**



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JEWELRY



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**MINIMARKET**



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**SPECIALTY SHOPS**



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# *Categories*

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## *Categories*

To efficiently monitor development, Britt Shop divides products.

The local products add to the unique atmosphere and help to create the desired link between the store and the specific destination.

Britt Shop works with local artists to ensure that their products are of the highest quality.

## *Our categories*



*Handicrafts and art*



*Jewelry and fashion ware*



*Souvenirs*



*Books and news*



*Textiles*



*Toys and children gifts*



*Confectionery and local gourmet treats*

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## Categories



*Books and news*



*A unique shopping experience!*





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*Categories*



*Textiles*



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*Categories*



*Confectionery and local gourmet treats*



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# *Development of Britt Products*

## *Sense of Place*

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Development of Britt Products  
Sense of place

Sense of place

# Costa Rica



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*Development of Britt Products  
Sense of place*



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*Development of Britt Products  
Sense of place*

*South America*



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*Development of Britt Products*  
*Sense of place*

*Mexico*



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