

HUDSON GROUP ANNOUNCES OPENING OF FIRST JOE & THE JUICE AT VANCOUVER INTERNATIONAL AIRPORT

*“The Traveler’s Best Friend” Welcomes
Joe & The Juice Stores to its Expanded Food and Beverage Portfolio*

East Rutherford, N.J., November 4, 2019 – [Hudson Group](#) (NYSE: HUD), a leader in North American travel retail, today announced the official opening of the first [Joe & The Juice](#) in Canada, located at Vancouver International Airport (YVR) in the Domestic Terminal, marking a new venture with the Scandinavian phenomenon boasting a series of fresh juice bars and coffee shops around the world. The opening of the stunning Vancouver store is the first of Hudson’s partnership with the well-known juice brand and further solidifies the travel retail company’s ongoing focus to provide travelers with fresh, locally-sourced offerings along their journeys.

“As the traveler’s demand for healthy and easily accessible culinary options continues to grow, our collaboration with Joe & The Juice is the perfect addition to Hudson’s portfolio, further ensuring our consumers have alternatives that fit within every lifestyle or dietary need,” said Roger Fordyce, Chief Executive Officer of Hudson Group. “Our overall goal is to develop authentic connections with our consumers as the Traveler’s Best Friend, so it is imperative that Hudson delivers on every travel need and aligns with detail-oriented and forward-thinking partners, such as Joe & The Juice, which help us bring new and consistently improving food offerings to the table – or juice bar!”

With the addition of the new Joe & The Juice location, travelers visiting YVR will enjoy high-quality, natural fruit, fresh juices, shakes and coffee and made-to-order sandwiches. Visitors to the cutting-edge juice stores will be able to experience the distinctive Joe & The Juice culture present in each location worldwide, while also contributing to a localized, sustainable future through the brand’s Recycling Loop and conscience approach. As part of the retailer’s expansion, Hudson is operating the unique Joe & The Juice location in addition to its existing collection of 40 stores already present throughout YVR.

“This partnership with North America’s leading travel retailer is an exciting new chapter for Joe & The Juice as we open the first of many airport locations in Canada,” said Valdemar Halbye, Head of U.S. Retail, Joe & The Juice. “Our aim is to create a destination within the airport and set an example for how convenient and pleasant it can be to get a healthy and well tasting meal while traveling. The YVR and Hudson teams are good, like-minded partners and we are looking forward to working alongside them for many years to come.”

“At YVR, we strive to offer compelling concepts that appeal to a diverse group of passengers and make for a seamless and memorable airport experience,” said Scott Norris, Vice President, Commercial Development, Vancouver Airport Authority. “As we continue to introduce new food and beverage and retail offerings as part of YVR’s revamped commercial portfolio, we are thrilled to partner with Hudson Group and welcome the first Joe & The Juice to Canada.”

For more information on Hudson and the brand’s latest store openings, visit www.HudsonGroup.com or follow Hudson on Instagram and Twitter [@HudsonGroup](#).

About Hudson Group

Hudson Group (NYSE: HUD), a Dufry Company and one of the largest travel retailers in North America, is committed to enhancing the travel experience for over 300,000 travelers every day in the continental United States and Canada. The Company is anchored by its iconic Hudson, Hudson News and Hudson Bookseller brands and operates over 1,000 duty-paid and duty-free stores in 89 locations, including airports, commuter terminals, hotels and some of the most visited landmarks and tourist destinations in the world. Our wide range of store concepts include travel essentials and convenience stores, bookstores, duty-free shops, branded specialty stores, electronics stores, and quick-service food and beverage outlets. For more information, visit www.hudsongroup.com and www.dufry.com.

About Joe & The Juice

JOE & THE JUICE is a lifestyle brand that strives to deliver an unseen level of meaningfulness in the intersection between its people and the workplace. The Company has always been about coffee and juice, but also to be MUCH MORE...

creating a global movement that's not about following the crowd or reading from a script; it's about youth spirit and energy, celebrating the freedom of individual expression, promoting healthy living and aspiring to achieve human potential, both in and out of work. JOE & THE JUICE is a group of people who feel family ties in a shared passion for work and social relationships. JOE & THE JUICE has over 300 stores in 15 different countries and 2,900 employees worldwide. It is headquartered in Copenhagen, Denmark. The Company was founded in 2002 by Kaspar Basse who is now Chairman of the Board of Directors. Sebastian Vestergaard joined JOE & THE JUICE as juicer in 2004. Today he is CEO and co-owner.

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