



## **Hudson Nonstop, Powered By Amazon's Just Walk Out Technology, Takes Flight At Dallas Love Field Airport**

*Historic Opening Celebrates Company's Commitment To Delivering Transformative Retail Experiences Tailored Towards Today's Traveler*

**East Rutherford, N.J., March 1, 2021** – [Hudson](#), a travel experience leader with more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations across North America, today unveiled its first-ever Hudson Nonstop store using Amazon's Just Walk Out technology at Dallas Love Field Airport (DAL), revolutionizing the in-store shopping experience for travelers with safety, speed, and convenience at the forefront.

Located post-security near Gate 10, the state-of-the-art, 500-square-foot store officially opened its gates to eager Dallas travelers on February 22, bringing the excitement of an innovative, contactless shopping experience and the anticipation of the airport's first walk-through shopping destination to life.

"The opening of our first Hudson Nonstop store is a significant milestone in delivering on Hudson's vision for accelerated digital innovation in-store and overall digital transformation across the business," said Brian Quinn, Executive Vice President and Chief Operating Officer of Hudson. "Hudson Nonstop represents a new way of retailing that emulates an end-to-end digital shopping experience which we believe is the future of retail, even after COVID-19 – we look forward to serving travelers in this exciting new store concept for years to come."

Hudson's iconic and distinctive brand style is reflected throughout the DAL store's design and expansive product offering. The freestanding store design and designated single point of entry and exit provide a sleek aesthetic that welcomes DAL travelers in and allows them to easily navigate the store. Acknowledging the need for social distancing protocols in the COVID-19 environment, the store is designed for one-way traffic and eliminates checkout-line friction to manage crowd control.

With travelers able to seamlessly enter the Hudson Nonstop store with a swipe of their credit card or using "Tap to Pay," take the products they're looking for, and then walk out of the store, the store merchandising layout provides visibility to products needed for every travel journey. Whether leisurely browsing or eager to locate a go-to travel necessity, travelers can find a wide selection of Grab & Go food, beverage, and snacks as well as electronics, personal protective equipment (PPE), and health and beauty products throughout the store. The store will also include a selection of Texas-themed merchandise, inspired by the rich history and charm of the Lone Star State.

"There is so much to celebrate as we welcome the first travelers to our Hudson Nonstop store at Dallas Love Field," said Evan Schut, Senior Vice President, Operations of Hudson. "We thank the DAL management team for their ongoing partnership, and are honored to bring the first Hudson Nonstop store to an airport as collectively dedicated to transforming the travel experience as we are."

The opening of Hudson Nonstop, which is operated under a joint venture agreement with ACDBE partners Multiplex Inc. and REGALi Inc, complements Hudson's existing footprint at DAL, which offers over 15 travel convenience and food and beverage stores, including a variety of locally-inspired concepts.



“Hudson Nonstop is a tremendous amenity for our customers,” said Mark Duebner, Director of Dallas Love Field Airport. “We want to keep our concessions program fresh and are always looking for new technology to improve the customer experience.”

While debuting first at DAL, Hudson plans to introduce the Hudson Nonstop concept to additional leading airports across North America in 2021, making contactless shopping opportunities more widely accessible for travelers.

### **About Hudson**

Hudson, a Dufrey Company, is a travel experience company turning the world of travel into a world of opportunity by being the Traveler’s Best Friend in more than 1,000 stores in airports, commuter hubs, landmarks, and tourist locations. Our team members care for travelers as friends at our travel convenience, specialty retail, duty free and food and beverage destinations. At the intersection of travel and retail, we partner with landlords and vendors, and take innovative, commercial approaches to deliver exceptional value. To learn more about how we can make your location a travel destination, please visit us at [hudsongroup.com](https://hudsongroup.com).

### **About Dallas Love Field Airport**

Dallas Love Field is leading the evolution of the airport experience. It served nearly 17 million passengers in 2019, the most in its history. DAL is the 2018 and 2019 recipient of the Airport Service Quality Award for North American Airports that serve 15 - 25 million passengers. It is a Global Biorisk Advisory Council STAR Facility.

For further information, please contact:

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*“Hudson Nonstop” at Dallas Love Field Airport, near Gate 10*

