



PRESS RELEASE

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## **BRAND NEW DELICIOUSLYORKSHIRE POP UP AIRPORT SHOP**

Thousands of international visitors are set to enjoy a flavour of Yorkshire thanks to a brand new DeliciouslyYorkshire pop-up shop at Leeds Bradford Airport.

The DeliciouslyYorkshire shop, which will run from today until Christmas Eve on Sunday December 24, will feature a range of products from suppliers across the county to more than 120,000 passengers who will use the airport during that time.

From new, artisan brands to more established and iconic Yorkshire brands there will be over 20 producers featured, from local beers, ciders, spirits, jams, chutneys, sweet treats and gifts there will be something for everyone.

There will also be the opportunity to sample some of the fantastic food and drink on offer as well as the chance to win a stunning Fodder hamper worth £100.

The DeliciouslyYorkshire shop was opened by local Chef Consultant, and recently crowned Yorkshire Food Hero, Steph Moon.

Judy Bell, Chairman of DeliciouslyYorkshire, said: “We’re absolutely thrilled with the opportunity to showcase some of the world’s finest food and drink produced right here in Yorkshire and we are sure visitors will want to take a taste of Yorkshire to their loved ones for Christmas, to enjoy on their holiday or to take advantage of the ‘collect on return’ facility offered by Leeds Bradford Airport. We would encourage them to take a little piece of Yorkshire with them and at the same time support local producers by making a purchase.

This is the first DeliciouslyYorkshire pop-up shop showcasing Yorkshire brands and products, and where better than at Yorkshire’s international mecca – Leeds Bradford Airport!”

David Laws, CEO at Leeds Bradford Airport, said: “We are committed to providing an enhanced airport experience for our customers and what better way than by working with DeliciouslyYorkshire on this venture to bring them the opportunity to sample and buy some of the very best of Yorkshire’s fantastic food and drink.

We are immensely proud to be Yorkshire’s premier international airport, connecting Yorkshire to the world. The pop-up shop supports our commitment to highlight, showcase and champion all things Yorkshire and this collaboration allows our visitors to experience some of the very best that Yorkshire has to offer and to find that perfect gift.

We look forward to hearing our customers’ feedback and to supporting some of the counties fantastic independent producers.”

## ENDS

### EDITOR'S NOTES

- Deliciouslyorkshire is the Regional Food Group for Yorkshire & the Humber provides support and add value to those who grow, make, sell or serve quality Yorkshire food and drink within the county, nationally and internationally.
- Deliciouslyorkshire members include growers, producers, manufacturers, wholesalers, retailers, hospitality businesses and companies that provide services to the food and drink industry.
- Leeds Bradford Airport currently serves more than 70 direct destinations and has been one of the fastest growing UK regional airports over the last five years with a record 3.6m passengers having flown from the airport over the last 12 months.
- LBA contributes £336m to the local economy every year and delivers over 2,350 direct jobs, with considerably more relying indirectly on the success of the airport.

### CONTACTS

Helen Miles

Marketing and Communications Manager

Deliciouslyorkshire

Direct Line: 01423 546215 | Email: [helenm@deliciouslyorkshire.co.uk](mailto:helenm@deliciouslyorkshire.co.uk)

Phil Forster

Leeds Bradford Airport

Mobile: 07710 075279 | Email: [Phil.Forster@lba.co.uk](mailto:Phil.Forster@lba.co.uk)