

STARBUCKS



TM

ACI-NA Excellence in Airport Concessions Awards
Best New National Brand Concept
Starbucks
Operated by HMS Host
Minneapolis-St. Paul International Airport



No other coffee house brand compares to Starbucks.

Travelers are allured by its comforting familiarity and energized by the unique environment created at MSP.

Square Feet: 1,951

2019 Sales: \$2,500,000*

Annual Sales/Square Feet: \$1,281.39*

***projected**



The new Starbucks is the central focal point of the Airport Mall. This strong brand draws traffic into the mall and invites travelers to explore additional retail shops.





before



The focal point of the seating area is an original mural featuring a celestial imagining of the Starbucks Siren.

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Passenger flow was a top priority in the design. For example, standing tables were created with space to keep luggage stowed and out of the way.





Attention to Detail

There is no other Starbucks like this. From the playful light fixtures to the cool natural materials, every detail combines to create a truly unique experience.

