



## **Hudson Announces New Plum Market Restaurant to Open at Dallas Fort Worth International Airport**

*The Traveler's Best Friend Continues its Commitment to Cater to Millions of Passengers' and Airport Employees' Needs by Further Strengthening its Food and Beverage Offering*

**East Rutherford, NJ – January 9, 2020** - [Hudson](#) (NYSE: HUD), a travel experience leader with more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations across North America, today announced a new agreement with Dallas Fort Worth (DFW) International Airport to open [Plum Market](#), a pioneer of organic and all-natural foods, as part of Hudson's accelerated food and beverage expansion.

In a joint venture with HG Multiplex DFW, Hudson will license and operate the new 2,400 square-foot Plum Market location at DFW Airport's Terminal B. It is expected to open in mid-2020 and will feature a restaurant and bar with a diverse menu of chef crafted meals available to grab-and-go or enjoy onsite. The space also includes a retail selection of convenience items with natural, organic and sustainably sourced candies, packaged snacks and beverages alongside favorite local brands.

"We could not be more excited to partner with Hudson at DFW Airport. We believe our concept will bring fresh and healthy offerings many travelers will appreciate," said Plum Market CEO and Co-Founder, Matt Jonna.

The partnership with the Michigan-born brand signifies Hudson's first restaurant and bar operation in DFW Airport and further solidifies the travel experience company's on-going focus to supply travelers with fresh and hearty offerings along their journeys. The new concept integrates with an American Airlines gate hold-room to create a blended customer-focused restaurant area.

"Broadening our food and beverage offering is a key growth opportunity for our company as we monitor demand for natural, healthy options from passengers," said Roger Fordyce, Chief Executive Officer of Hudson. "We're delighted to partner with Plum Market to bring its organic and environmentally-kind choices to travelers and staff at DFW Airport."

More than 73 million passengers traveled through DFW Airport in the last 12 months. The airport ranks within the top 20 airports within the United States and houses approximately 60,000 on-airport employees. It serves every major city in the continental United States within a four-hour flight-time.

### **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 10,000+ 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](http://hudsongroup.com).

***About Plum Market***

Plum Market is a privately owned and independently operated Detroit based company with a service-forward approach to food, beverage and wellness essentials. The company emphasizes all natural, organic and locally crafted items to meet the needs of the health-conscious and foodies alike with more than 25 multi-format locations across Michigan, Illinois and Indiana, with new locations opening in 2020 including at Dallas Fort Worth Airport and in Cleveland, Ohio. For more information, visit <http://www.plummarket.com>, join us on Facebook: [www.facebook.com/plummarket](http://www.facebook.com/plummarket) and follow us @plummarket on Twitter and Instagram.

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