Plaza Premium Group Champions Local Brand with New Bakehouse Partnership at Hong Kong International Airport

The partnership brings Hong Kong's iconic artisan bakery into the airport ecosystem, offering global travellers an authentic taste of local culinary culture before takeoff.



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Caption: Management of Airport Authority Hong Kong (AAHK), Plaza Premium Group, and Bakehouse celebrated the official opening of Bakehouse's new store at Hong Kong International Airport.

[Hong Kong, 17 November 2026] Plaza Premium Group (PPG), the global leader in 360-degree airport hospitality and passenger service solutions, and Bakehouse, Hong Kong's celebrated artisan bakery, have announced a partnership to open Bakehouse's first airport location at Hong Kong International Airport (HKIA).

Located in the departure hall at Terminal 1, the new store allows departing passengers to pick up Bakehouse's signature sourdough egg tarts and freshly baked goods including airport-exclusive offerings, to enjoy on their flight. Whether for travellers departing or transiting

through HKIA, the store provides an opportunity to experience one of Hong Kong's most beloved F&B brands directly within the terminal.

Jonathan Song, Chief Commercial Officer of Plaza Premium Group, said: "Bakehouse is a true Hong Kong brand—a proud identity that our two companies share in common. It represents the very best of Hong Kong's local excellence, defined by uncompromised quality, craft, and creativity. At Plaza Premium Group, our mission is to Make Travel Better by curating authentic, high-quality airport experiences. Through this partnership, we are honoured to champion exceptional local brands and bring Bakehouse to global travellers at our home base, Hong Kong International Airport. "

Grégoire Michaud, Founder of Bakehouse, added: "Opening Bakehouse, in partnership with Plaza Premium Group, at the prestigious Terminal 1 of Hong Kong International Airport is a true honour, and one that has received our full attention. From the interior design and passenger flow to our product offering, we want to be part of every journey and leave travellers with a beautiful, lasting impression of Hong Kong."

The opening marks a key operational milestone in PPG's broader commercial strategy. It also aligns with the Group's growing footprint at HKIA, complementing its three existing Plaza Premium Lounges, two Plaza Premium First lounges, Intervals Sky Bar and Restaurant, and a new landside lounge at Terminal 2 opening later this month.



Management of Airport Authority Hong Kong, Plaza Premium Group, and Bakehouse at the ribbon-cutting ceremony, marking the official opening of Bakehouse at Hong Kong International Airport. (Left to right)
Mr Ali Bora Isbulan (Deputy CEO, Plaza Premium Group)
Mrs Linda Song (Co-Founder and Executive Director, Plaza Premium Group)
Mr Song Hoi See (Founder & CEO, Plaza Premium Group)
Ms Cissy Chan (Executive Director, Commercial, Airport Authority Hong Kong)

Chef Grégoire Michaud (Founder, Bakehouse)
Federick Koerckel (Founder, Bakehouse)
Jonathan Song (Chief Commercial Officer, Plaza Premium Group)
Mark Yeung (Founder, Bakehouse)





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Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 30 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALLWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide. PPG is the world's most awarded independent airport hospitality company, with over 200 awards and accolades globally. Notably, Plaza Premium Group was honoured as "World's Best Airport Lounge Group" at the prestigious Skytrax World Airline Awards, the Group's most significant accolade to date, and one that elevates its recognition from a single lounge brand to the leading lounge group worldwide. The honour capped an unprecedented 10 consecutive years of Skytrax wins, following Plaza Premium Lounge's nine straight years as the World's Best Independent Airport Lounge from 2016 to 2025.

With a team of nearly 8,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

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