Plaza Premium Group and Bakehouse open first airport location at HKIA



Plaza Premium Group, Bakehouse and Airport Authority Hong Kong celebrate the opening of Bakehouse at Hong Kong International Airport

Plaza Premium Group has partnered with Hong Kong artisan bakery Bakehouse to open its first airport location at Hong Kong International Airport (HKIA), expanding the dining options available to passengers.

Located in the departure hall of Terminal 1, the new store offers Bakehouse's signature sourdough egg tarts, freshly baked goods and airport-exclusive products for passengers to enjoy during their journey.

The partnership aims to showcase Hong Kong's local culinary culture while providing departing and connecting passengers with additional food and beverage options.

"Bakehouse is a true Hong Kong brand—a proud identity that our two companies share in common," said Jonathan Song, Chief Commercial Officer, Plaza Premium Group, in the November 17 news release.

"It represents the very best of Hong Kong's local excellence, defined by uncompromised quality, craft, and creativity."

The opening marks another step in PPG's strategy to expand its airport hospitality offerings while supporting local brands.

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Grégoire Michaud, Founder of Bakehouse, emphasized the importance of bringing the bakery's experience to international travelers.

"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," he said.

The new location complements PPG's existing presence at HKIA, which includes three Plaza Premium Lounges, two Plaza Premium First lounges and Intervals Sky Bar and Restaurant.

PPG is also preparing to open a new landside lounge at Terminal 2 later in November, further expanding its hospitality offerings at the airport.

The Bakehouse opening reflects PPG's continued focus on incorporating local businesses and regional flavors into the airport experience, giving international passengers another opportunity to experience Hong Kong's culinary identity before departure.

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