



DATE: July 11, 2024
SUBJECT: MWC Partners
with Travel Retailer
Hudson to Launch MI
Wine Bar & Book Store
at GRR Airport

The [Michigan Wine Collaborative \(MWC\)](#) is thrilled to announce the official launch of the Ink by Hudson location at the [Gerald R. Ford International Airport \(GRR\)](#) featuring the Michigan Wine Collaborative Wine Bar within the iconic chain of book stores.

This unique and exciting project has been years in the making and its doors are finally open for visitors from all over the state, country, and world to experience the wines of the Michigan Wine Collaborative member wineries. The GRR Ink by Hudson bookstore offers travelers the opportunity to relax and unwind by enjoying a taste of Michigan right in the heart of the terminal. Part contemporary bookstore and part self-serve wine bar, the hybrid concept brings a sense of place to the airport and an experience that is worth arriving early for. Here, visitors and locals alike are invited to escape the hustle and bustle of travel by pouring a glass of wine — offered on taps activated by an RFID bracelet — and exploring the shelves that feature a carefully selected collection of books for all ages and interests.

“Hudson is dedicated to tailoring airport retail and dining to the unique tastes of travelers, offering them additional exploration and discovery during their journey,” said Brian Quinn, Chief Operating Officer, Retail, North America, Avolta. “Our partnership with Michigan Wine Collaborative celebrates the state’s rich cultural heritage and local flavors, narrating a compelling story and cultivating a sense of place. Hudson is excited about this distinctive addition to the Ink brand, and for the continued opportunity we see to make the journey as exciting as the destination for travelers by creating unique, hybrid retail and food and beverage experiences.”

“Partnering with Hudson on its innovative Ink wine bar concept is a testament to our commitment to showcasing the exceptional quality of Michigan wines. This collaboration not only elevates our local wine industry by offering exposure to both the domestic and global travelers through GRR daily, but also provides an exciting platform for consumers to discover and appreciate the unique flavors and diversity of our region's offerings,” said Brian Lillie, President of the Michigan Wine Collaborative

“Ink by Hudson is an innovative concept that blends literature with local flavors, showcasing Michigan's culinary landscape through collaboration with Michigan Wine Collaborative. We are grateful to our partners at



Avolta for their commitment to incorporating local touches into the airport environment to further elevate the guest experience,” said Maria Kim, Chief Financial Officer of the Gerald R. Ford International Airport Authority.

[Hudson](#), part of [Avolta AG](#) (SIX: AVOL), one of the largest and most recognizable travel retailers in North America, is dedicated to enhancing the travel experience for passengers every day in the United States and Canada. Hudson operates over 1,000 travel convenience, specialty retail, duty free, and food and beverage locations in nearly 90 travel venues, including airports, commuter hubs, landmarks and tourist destinations.

The [Michigan Wine Collaborative](#) is the voice of the Michigan wine industry. Our mission is to enhance the sustainability and profitability of the Michigan wine industry by supporting wineries, growers and other businesses and individuals connected to the industry – today and for future generations.

For media inquiries and more information, contact us by reaching out to info@michiganwinecollaborative.com or send us a message on social media.

Sincerely,

A handwritten signature in black ink, appearing to read "B Lillie", is positioned above the printed name.

Brian Lillie
MWC President



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