

9 September 2014

No queues at Heinemann: HDF unit wins “The Fastest Airport Concessionaire in the World” in Budapest’s Runway Run

Hungarian Duty Free, a unit of Gebr. Heinemann, literally raced down Budapest Airport’s Runway 13R-31L on Saturday to take the title of “Fastest Airport Concessionaire in the World”, in a race with 609 runners drawn from airlines, airports, and other aviation enterprises from all over the globe in the air transport industry’s annual charity race “bud:runway run”, held in aid of a pool of child cancer charities, and other good causes.

The prize of “Fastest Airline in the World” was won by the Aer Lingus team captained by Stephen Kavanagh, the airline’s Chief Strategy and Planning Officer. Overall winner in the 12 km race – four lengths of the Budapest runway – was also won by Aer Lingus’ Robert Murphy, a Fleet Cost Manager, with a blistering time of 41:26.

Heinemann’s all-female HDF Team, comprising Zsuzsanna Rendek and Júlia Mátyás, from the operator of the 1,200 square meter Duty Free & Travel Value Shop, beat off competition from 45 other aviation enterprises, including several other local Budapest Airport concessionaires to secure the home win.

Fritz Janach, Managing Director of Hungarian Duty Free said: “The staff of Heinemann’s HDF work great together in our shops and now it’s official – we also have the best commercial team in sport too. We are major supporters of bud:runway run because it promotes greater airline interest in Budapest Airport – and more airline customers means more people coming to shop in Budapest’s superb SkyCourt facility. We’re also proud to be one of the key sponsors of this charity event and its benefiting good causes, so I’m obviously also delighted that the HDF Team also ran the fastest to win this prize – after all Budapest’s 3km runways must surely be the longest-level playing field in Europe.”

In the airline category teams and individual runners included seriously competitive entries fielded by Swiss International Airlines, Qatar Airways and Ryanair, which was represented by its new Chief Marketing Officer, Kenny Jacobs, who has driven the airline’s recent corporate image makeover. Meanwhile the world’s biggest low cost carrier – Southwest Airlines –was also commended with the unofficial “Air Miles Team Prize” for having travelled the most distance (from Dallas, Texas).

Meanwhile, Krakow Airport from Poland won “Fastest Airport in the World” beating several other spirited hopefuls from across Europe, including a major challenge from Aéroports de Paris.

Although runway runs are popular community events in the USA, they are extremely hard to stage in Europe where runway capacity is seriously constrained at major airports. Therefore, in an exceptionally rare move, Budapest Airport closed a normally extremely active runway for just a few hours in order to stage “bud:runway run”. The race was organised in association

with the global sports leader, Nike, platinum sponsor Wizz Air, which has its home base at Budapest, and the specialist airline news service www.anna.aero. All finishers in “bud:runway run” were awarded the “Bron’s Medal” in memory of the anna.aero publisher’s 12-year-old daughter, Brontë “Bron” Hogan, who passed away in 2011 after a five-year battle with leukaemia. The bone marrow transplant charity, Anthony Nolan, which arranged two bone marrow swaps for Brontë, was one of the benefiting institutions.

Jost Lammers, Budapest Airport CEO, said: “We’re thrilled to have had so many of our partners from the international airline and travel and tourism community coming to experience both this fantastic city, and our superb modern airport facilities. With competitors paying between €50-75 to take part – all of which goes to the benefiting charities – bud:runway run really has been a win-win-win for Budapest Airport, the partners, and the good causes.”



Photo caption: ‘Follow Me’: Robert Murphy, an Aer Lingus Fleet Cost Manager, led from early on to take the Irish national airline to the ‘double’ – winning the team prize for the “Fastest Airline in the World” as well as taking overall first place and the prize of “Fastest Aviator”, beating all other 609 competitors over the 12km course – four lengths of the Budapest runway – in a blistering time of 41:26.



Photo caption: Kam Jandu (left), Chief Commercial Officer, Budapest Airport presents the “Fastest Airport Concessionaire” prize to Fritz Janach, Managing Director, Hungarian Duty Free (a unit of Gebr. Heinemann which operates the airport’s Duty Free & Travel Value Shop).

[Click here for lots more photographs](#)

Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport’s services to 99 destinations across 34 countries.
- Monthly passenger traffic growth in the period to end-August 2014 has exceeded +7%.

To find out more on Budapest Airport, visit www.bud.hu

For more information:

Kerry Parks, Account Manager, Budapest Airport Aviation Development PR
PPS Publications, Media & Events
(44) 1293 783851/mobile (44) 7808 172723 or kerry@pps-publications.com