

Proudly Local: Plaza Premium Group and Whence Bring Thoughtfully Sourced Canadian Brands to Airport Lounges



TORONTO — [December 2, 2024] — [Plaza Premium Group](#) (PPG), the leading global airport hospitality services provider, has partnered with [Whence](#), a hospitality marketplace, to bring to life its Proudly Local initiative in Canada. This collaboration introduces curated products from bespoke, hyperlocal brands into [Plaza Premium Lounges](#) (PPL), offering travellers a taste of each city’s unique offerings.

PPG operates over 1,600 touchpoints globally and serves close to 2.8 million travellers per year in Canada alone. As part of its commitment to sustainability and supporting local economies under its ESG mission, PPG actively connects travellers with locally sourced products and experiences. Through its *Proudly Local* initiative, PPG celebrates the diverse communities that make Canada unique by showcasing hyperlocal, independently owned brands with high standards.

Whence worked closely with PPG to curate and vet a selection of thoughtful brands for *Proudly Local*. Whence partners exclusively with high-quality producers that prioritize community impact, ethical manufacturing, and environmental stewardship to elevate guest experiences. This year, travellers visiting select lounges can enjoy local beers from Prince Edward County and wines from family-run vineyards in the Niagara Peninsula, reflecting PPG’s commitment to showcasing the best of Canada while promoting environmental and social responsibility.

“We’re proud to partner with Whence, whose dedication to thoughtfully sourced brands and a meaningful connection aligns with the essence of our *Proudly Local* initiative,” said Pascal Bélanger, Senior Vice President of the Americas at PPG. “By working together, we’re enhancing our guests’ experience while giving local businesses with exceptional standards a global platform to grow and thrive”.

Brands and Products at select lounges in Toronto Pearson International Airport

- **Matron Fine Beer:** Based in Bloomfield, Prince Edward County, this women-led brewery crafts perfectly simple, elegantly balanced, and aromatic beers. Nestled on a working farm, Matron embraces its rural roots with a focus on authenticity, kindness, and craftsmanship.

- **Product Feature:** Available in the lounge are **Bobo Farmhouse Wheat**, a wheat ale with elegant and delicate fruit and spice notes, and **Janky IPA**, an aromatic, easy-drinking IPA with juicy notes of citrus, tropical and stone fruits.
- **Sons & Daughters Winery:** Sitting at the very top of the Niagara Peninsula, Sons & Daughters produces VQA-certified wines in the unique sandy and gravelly soils of the Fonthill Kame Delta, a glacial deposit formed during the last Ice Age. Sons & Daughters is the only winery in Pelham and cultivates two distinct vineyards, blending tradition, quality, and a passion for winemaking rooted in family values.
 - **Product Feature:** Guests can sip on their **Sparkling Riesling**, featuring light and crisp bubbles, a touch of sweetness, and delicate notes of green apple, pink grapefruit, and honeysuckle.
- **Paradise Grapevine:** Evolving from a Toronto wine bar to a premier natural winemaker, Paradise Grapevine crafts VQA-certified, low-intervention wines from Niagara grapes that celebrate Ontario's unique terroir.
 - **Product Feature:** Featured in the lounge is their **Party Favour Pink**, a crisp rosé made from Niagara VQA Gamay, Cabernet Franc, Rotburger, and Blaufränkisch. It offers notes of Campinos, salty red berries, and cream, complemented by a refreshing acid profile and a robust pink tint.

Together with these brands, PPG and Whence are excited to present *Flights & Flavours*, a community event debuting at Plaza Premium Lounge International Departures, Terminal 3, Toronto Pearson Airport, from December 2-6. This engaging series invites guests to *Meet the Makers* behind these hyperlocal brands.

Brands and Products available at Vancouver International Airport

- **Cyrc:** Championing the circular economy, Cyrc transforms post-industrial plastic waste into artful and functional home decor. Their products are 3D printed from traceable, recycled materials and are fully recyclable at the end of their lifecycle, an approach that redefines sustainable design and zero-waste creations.
 - **Product Feature:** Select Cyrc vases are thoughtfully displayed at PPG's new flagship lounge at YVR, reflecting our shared vision for incorporating sustainable and innovative design elements into our spaces.
- **Genuine Tea:** A pioneer of Canada's third-wave tea movement committed to transparency and sustainability, Genuine Tea sources teas directly from farmers, ensuring fair wages while crafting a thoughtful and authentic tea experience. Available at Root98, YVR International Airport.
 - **Product Feature:** Guests can unwind with a variety of single-serve teas, from Moringa Mint to Earl Grey, offering a refreshing and mindful tea experience, available at Root98.

"The stories behind these businesses are inspiring, and that's exactly what guests want to be part of. If we can provide thoughtful brands with more opportunities, take on the heavy lifting buyers previously faced to align their purchases with their values and create spaces where guests can delight in the details, everyone wins. That's what Whence is all about," said Sonia Ruparell, Founder & CEO of Whence. "We're thrilled to partner with PPG. By sourcing thoughtfully with Whence and giving these brands a global platform, PPG is leading the hospitality industry in a meaningful way, walking the walk, and helping local economies grow."

To explore these exceptional brands and their products, book your Proudly Local experience at the PPL Landmark lounge at Toronto Pearson International Airport (YYZ), [here](#), and the newly reimagined PPL Flagship lounge at Vancouver International Airport (YVR), [here](#).

Discover **Proudly Local in Toronto** [here](#) and see how PPG is celebrating local culture and community through this initiative.

All brands mentioned were thoughtfully sourced with Whence. You can learn more about Whence [here](#).

IMAGES of Brand Products can be found [HERE](#)

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About Plaza Premium Group

Founded in 1998 and headquartered in Hong Kong, Plaza Premium Group (PPG) is a global leader in airport hospitality services. The group pioneered the independent airport lounge concept and now operates the world's largest network of lounges, with over 1,600 locations across 600 airports in 150 countries. PPG's portfolio includes airport lounges (Plaza Premium Lounge & Plaza Premium First), terminal hotels (Aerotel & Refreshhh by Aerotel), concierge services (ALLWAYS), dining concepts, loyalty programs (Smart Traveller), and travel experiences (oneTECO).

PPG partners with major airlines, alliances, and corporates like American Express, Cathay Pacific, SkyTeam, and Visa, providing lounge management and hospitality solutions. The company has received over 100 industry accolades, including the "World's Best Independent Airport Lounge" award at Skytrax's World Airline Awards for eight consecutive years (2016-2024). PPG's founder, Mr. Song Hoi-see, was named "Ernst & Young Entrepreneur of the Year" in 2018.

With a team of over 5,000 employees, PPG serves more than 20 million passengers annually and continues to grow globally through innovation and service excellence.

To learn more: www.plazapremiumgroup.com and www.plazapremiumlounge.com

Connect with us: FB, IG, @plazapremiumlounge and WeChat @PlazaPremiumGroup

About Whence

Whence is a hospitality marketplace that makes thoughtful sourcing an easier lift by connecting buyers with vetted, high-quality brands. Our platform enables buyers to consolidate purchasing across organizations and analyze spending based on financial metrics and brand values, such as ownership type, manufacturing values, or location. We ensure all partner brands meet rigorous standards for scalability, quality, manufacturing and labour practices, governance, and environmental stewardship. Additionally, buyers benefit from pre-negotiated, manufacturer-direct pricing and flexible payment terms so they can manage all invoicing, payments and communication in one place. Whence also helps facilitate product curation, cost analysis, brand activations and marketing.

For more information, visit www.withwhence.com.

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