

Press Release

SSP brings a taste of the Orient to London Luton Airport

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Leading food and beverage operator SSP has brought healthy new oriental food brand YamYamToGo to London Luton Airport. Located before security, YamYamToGo is putting a whole new spin on Asian cuisine, offering fresh food from the Orient faster than your favourite take-away.

This unique concept combines taste with speed. Each dish is prepared with quality ingredients offering an authentic Asian flavour and served in attractive “food cartons” or traditional Chinese bowls. For the daring, there are chopsticks but forks are also provided for those who prefer a more familiar way of eating.

Passengers simply choose from a selection of oriental main dishes accompanied by a choice of rice or noodles; their choice is then heated on-site and they're good 'To Go'! But unlike your local takeaway there is no deep fat frying which means YamYamToGo is not only tastier but healthier as well.

The menu features Chinese, Indonesian and Thai classics from Chicken Chow Mein, Special Fried Rice, Thai Chicken Curry, Beef Rendang to Pad Thai. Side dishes include Chicken Satay, Malaysian Meat Balls and every Saturday night takeaway's staple item, Prawn Crackers. Created with innovation and practicality in mind, the sleek, contemporary layout is designed for maximum efficiency. All dishes are prominently displayed to make it as easy as possible for the customer to make their selection then pay in the minimum time.

SSP UK, France and Benelux CEO Nick Inkster, operator of the new unit, said: 'The beauty of this concept is that it marries all the ingredients that today's customer looks for in a time pressured environment such as an airport; freshness, quality and efficiency. YamYamToGo will provide all this with something a little different to London Luton's passengers.'

Martyn Lloyd, Commercial Director, London Luton Airport added: 'As the first UK airport to open a YamYamToGo oriental fast food outlet, we are extremely pleased with the innovative product and store design as well as the efficient service it provides to passengers. The product blends well within the current offering to customers, ensuring there is something for all tastes, for people on the move, or for those with limited time.'

Originally established in the Netherlands, YamYamToGo was created by Mr Cheung in 2002. Cheung's family history played a pivotal role in introducing Asian food to Holland with his grandfather opening the very first Chinese restaurant in Rotterdam in 1928. The first YamYamToGo store was launched in 2003 at The Hague Central Station. London Luton Airport is only the second opening in the UK after London's flagship store on Fetter Lane, London.

Notes to Editors:

SSP UK operates over 610 retail and catering outlets including restaurants, pubs, bars and coffee shops at 22 airports and 115 rail stations throughout UK and Ireland.

ABOUT SSP

SSP, the Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in more than 130 airports in 29 countries. Its unparalleled portfolio of international, national, local, speciality and new breakthrough food and beverage brands includes its own national and international brands. Among these are Caffè Ritazza, Burger King, M&S Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut, Upper Crust and Le Train Bleu. SSP has operations in airports, train stations, retail parks and conference centres.

Media contact:

Alex Butcher, PR & Communications Manager, SSP UK

Mobile: 07768 021941

PR Pager: 07659 161176

Email: Alex.Butcher@ssp.uk.com

Clare Williams Fannin

Templemere Public Relations

Tel: 44 1483 243546

Email: Clare@templemerepr.co.uk