

16th March 2010

SSP opens new units at Malaga

SSP has now opened twelve new bars and restaurants at Malaga's new third terminal. The new units include the stylish Lamoraga restaurant and gastrobar, and Spain's first Caviar House & Prunier Seafood Bar. Other brands featured include the world's first Burger King Whopper Bar in an airport (as well as a Burger King 20/2), SOHOCoffeeCo, Caffè Ritazza, O'Leary's and Pizza Hut Express. There are also Spanish favourites including VIPS and Café&Té.

'We've been working at Malaga since 1996,' said Javier Hernani, SSP Spain's Marketing and Business Development Director. 'Our considerable experience of looking after customers at Malaga, together with our extensive studies of the needs of passengers travelling to and from Malaga, have meant that we have a good understanding of what will appeal at this prestigious new terminal. We have been able to select a range of brands and concepts that will cater for all needs and preferences here, and we offer everything from luxury dining to fast food.'

The brand mix will include international favourites as well as local Spanish names, which SSP identified as important to both Spanish travellers and those visiting from abroad. At each location, SSP has selected from its broad portfolio an ideally matched brand and format within the categories specified by client Aena. For example, in the coffee shop category, SSP is offering Starbucks, Café & Té, and Caffè Ritazza.

SSP now operates a total of 15 new units across the airport.

-0-

Further information:
Clare Williams Fannin
Templemere Public Relations
+44 (0) 1483 243546
Clare@templemerepr.co.uk

Editor's notes:

www.foodtravelexperts.com

About SSP

SSP is the leading dedicated operator of food and beverage brands in travel locations, operating restaurants, bars, cafes, food courts, lounges and convenience stores in airports, train stations, motorway service stations, shopping malls, conference centres and other leisure locations. With a heritage stretching back over 60 years, today SSP has 30,000 employees, serving millions of customers every week. It has business at over 140 airports and over 250 rail stations, and operates more than 2,100 units in over 30 countries around the world.

SSP operates an extensive portfolio over 200 international, national, local and speciality brands. These include Upper Crust, Starbucks, Caffè Ritazza, Burger King, M&S Simply Food, Bonne Journée, Pizza Hut, Caviar House & Prunier, and leading Japanese noodle brand Ajisen Ramen as well as stunning bespoke concepts such as the Montreux Jazz Café in Geneva and the Bambini Wine Room in Sydney. Its brand portfolio is tailored for each specific location, depending on variables such as passenger profile, need states, location type, size and design.