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SSP opens Asia's first Caviar House & Prunier Seafood Bar in Hong Kong airport

Caviar House & Prunier will make its Asian debut at Hong Kong International Airport's Terminal 1. The new outlet is scheduled to open in March 2008, ahead of the busy Easter holiday period. Located airside on Level 6 in the main retail area, the Bar will be adjacent to a number of other leading luxury brands, including Gucci, Ferragamo, and Mont Blanc.

Hong Kong International Airport is now welcoming an increasing number of passengers from Japan, Europe, the Middle East and Korea, and the Caviar House & Prunier Seafood Bar offer is well suited to the demands of these high spending passengers said Daren Lau, Managing Director of SSP Asia Pacific. 'Caviar House & Prunier is a unique concept and there is no comparable brand in the Asian market, which is one of the main reasons for the choice. The new outlet will also stock a range of retail merchandise including caviars and Balik salmon. This will give us an additional source of revenue in addition to sales of food and drink. The new bar is expected to generate higher income than the outlet it will replace.'

Andrew Lynch, CEO of SSP said he is delighted to be bringing the Caviar House & Prunier brand to Hong Kong. 'The world's top brands are keen to operate at HKIA not only because it's a great commercial opportunity but also because it's such a prestigious location. Caviar House & Prunier will be the perfect complement to the retail outlets.'

Commenting on the plans, Peter Rebeiz, CEO of Caviar House & Prunier said: 'This new opening is a significant milestone in the history of Caviar House & Prunier. Our collaboration with SSP has enabled us to expand into new territories, while continuing to deliver the high standards our customers expect.'

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Editor's notes:

SSP is Europe and Asia's leading dedicated operator of food and beverage brands in travel locations worldwide. It operates an unparalleled portfolio of international, national, local, speciality and new breakthrough food and beverage brands including its own national and international brands. Among these are Caffè Ritazza, Le Train Blue, Marks & Spencer Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut and Upper Crust. SSP has operations in 28 countries around the world in airports, train stations, retail parks and conference centres.

Caviar House & Prunier serves a world-renowned selection of fine caviars and smoked Balik salmon. Caviar House, the world's largest importer and distributor of high quality caviar since 1950 and Prunier, the first company to produce caviar in France in 1920 joined forces in May, 2004 with the goal of producing the very finest caviar. Both companies, which today under one roof are called Caviar House & Prunier have remained committed to the highest possible standards.