

4th May 2010

SSP wins new contract at Hong Kong International Airport

SSP, the Food Travel Experts, has secured a major new contract to operate six cafes, restaurants and fast food outlets at Hong Kong International Airport. This will include the re-design of noodle restaurant Ajisen Ramen, fast food concept Popeyes and the restaurant Café Deco, together with the introduction of two new brands – Japanese fried pork and rice concept Saboten and premium bakery brand Panopolis.

The design of Café Deco, Ajisen Ramen and Popeyes will be enhanced to improve visibility, accessibility and seating capacity. At Café Deco, SSP will add a noodle counter at the open kitchen, along with a cheese and wine bar. The main bar area will be re-designed to offer grab-and-go café-style service during the day-time and a tapas offer in the evening.

Commenting on the new contract award, Christina Cheng, Deputy General Manager, Retail and Advertising at HKIA said: ‘SSP’s sound operational and commercial performance, their strong international and local experience, together with their reputation for outstanding customer service made them front-runners in this latest tender. The improvements that will be made to our current bars and restaurants, alongside SSP’s exciting new brands and concepts will undoubtedly help our airport retain its global lead in airport food and beverage.’

Daren Lau, Managing Director of SSP Asia Pacific, said he was very proud of SSP’s multi-award winning operations at Hong Kong and is looking forward to building on this success with the opening of these new outlets at the end of this year. ‘Standards are already very high at Hong Kong, and now the introduction of much-loved favourite names and eye-catching new concepts means that eating and drinking at HKIA will be even better. SSP’s latest research has found that consumers are looking for a richer experience when dining at an airport. The new project, which will take the quality of airport dining at HKIA to an even higher level in terms of both the food that can be enjoyed and the environment in which is served, responds to this demand.’

SSP first began trading at Hong Kong International Airport in 1998, and since that time its operations have expanded to incorporate 29 outlets, accounting for more than 40% of all F&B business at HKIA. The airport was named the world's best for dining in the latest SkyTrax survey. It has received this accolade previously in 2009, 2007 and 2004, and has been in the top three since the survey began.

Brands at Hong Kong International Airport include:

Ajisen Ramen

Ajisen Ramen is a leading and authentic Japanese noodle brand. It provides favourite dishes in a fast-food format and has been a great success throughout the Asian region. A menu specially adapted from the original selection means customers can grab and go with the shortest possible waiting time.

Popeyes

This American-based fast-food restaurant serves mouth-watering fried chicken and biscuits. It has expanded internationally and can now be found in Hong Kong International Airport and other locations across Asia.

Café Deco

Café Deco provides a relaxing, art-deco environment at Hong Kong International Airport. Travellers can enjoy live jazz music while indulging in Asian-fusion cuisine and drinks from the bar.

Saboten

Established over 40 years ago in Japan's Shinjuku district, Saboten is Japan's largest tonkatsu (fried pork cutlet) chain. Its main dishes are accompanied by cabbage served with vinegar and Japanese sesame sauce, Japanese beans, sweet radish, soups and rice.

Panopolis

With its stunning range of premium quality breads from around the world and inspired, creative fillings, Panopolis is the perfect brand for the discerning traveller. Making its first appearance in London in 2007, Panopolis is now proving a big hit with customers as far afield as Switzerland and the US.

Images available

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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, consumer need states, location type, size and design.