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SSP's Montreux Jazz Café goes international with Australian debut

SSP The Food Travel Experts' Montreux Jazz Café will cross the globe when Australia's first café opens in Sydney in May.

The concept, which made its first appearance at Geneva Airport, is expected to be very popular with Sydney's travellers - the iconic music festival is well known among Australia's music fans, who make up a high percentage of the event's audience each year.

'Sydney is a vibrant and innovative city that loves its music and culture and partners with those brands that share its identity and have similar values,' said Derek Larsen, General Manager Retail at Sydney. 'With a growing appetite for good food, Sydney Airport is a fitting showcase for Montreux Jazz.' The opening of the café reflects Sydney Airport's commitment to providing unique and engaging experiences from around the world, and reinforces the airport's reputation as a global brand delivering world and Australian firsts. 'The addition of the first Montreux Jazz Café outside of Switzerland completes the stable of iconic SSP outlets at the International Terminal and adds another dimension to the experience for passengers and customers,' continues Larsen.

Re-creating all the excitement and glamour of the famous music event, the Montreux Jazz Café was developed in partnership with Claude Nobs, founder of the renowned festival. The café serves a menu described as high quality casual dining, incorporating signature dishes inspired by Nobs' favourite artists and their best-known work. Visitors can enjoy unique and rare footage of the festival, as well as live performances.

The new café will follow the same winning formula as the original outlet in Geneva, but it will offer a more casual menu specially developed to appeal to the Australian traveller.

SSP already runs five food and beverage outlets at Sydney. These are The Bambini Wine Room, created by renowned husband and wife team Michael and Angela Potts, and Danks Street Depot, which is also an iconic venue on Sydney's culinary landscape. Sydney International Airport's prestigious new International Terminal also features a Caviar House & Prunier Seafood Bar, a sushi concept called Itacho Sushi, and the Italian-style Trattoria Prego.

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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.