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SSP wins major new deal at Malaga Airport

London – SSP has won an eight-year contract to operate 15 of the total of 21 food and beverage outlets at Malaga Airport. The majority of these will be located at the airport's Terminal 3, which is scheduled to open in spring next year.

The new terminal will offer passengers a varied mix of brands, ranging from luxurious high-end dining, to fast-food favourites. There is also a range of service styles from free-flow and counter-service to table-service. International brands will be combined with local Spanish concepts to give passengers a sense of place.

The two-star Michelin chef Dani García will be bringing his renowned Lamoraga restaurant to the terminal, allowing passengers the chance to sample the very best of Andalucian and international cuisine. 'At Lamoraga, we've developed the art of presenting traditional Andalucian and Malaguenian dishes in a very high quality fashion that also offers excellent value. I'm delighted to be able to bring this concept to the airport sector, especially in my native Malaga.'

Caviar House & Prunier will also be making its Spanish debut at the terminal to meet the needs of passengers looking to treat themselves before their flight. Other brands featured will be SOHOCoffee, Caffè Ritazza, Burger King, O'Leary's, Starbucks, Upper Crust, the market-leading Spanish casual dining concept VIPS, and Cafe&Té, Spain's foremost coffee shop brand.

'We've been operating at Malaga since 1996,' said SSP Spain's Director of Marketing and Business Development Javier Hernani. 'This, coupled with an extensive research project carried out into passenger behaviour and needs at Malaga means that we have a very detailed understanding of which concepts will work well at the new terminal and at which specific locations. From our extensive brand portfolio, we were then able to pin-point the right brand in the right format at each location within the categories stipulated by the client – for example Starbucks, Caffè Ritazza or Cafe&Té within the coffee-shop category. Some of these are well known high-street names, while others operate successfully but exclusively at travel locations. However, we are certain that each will be exactly right at each particular site across the airport.'

Hernani says that winning the deal is a significant development for SSP Spain. ‘This contract was the most important tender for SSP in the Spanish market in recent years, and we are delighted to have been selected for such a prestigious project.’

Malaga served 12 million passengers in 2008, and is the fourth most visited airport after Madrid, Barcelona and Mallorca. The new concessions will increase the existing food and beverage facilities at the terminal by 30%.

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Editor’s notes:

SSP, the Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in 140 airports and 300 railway stations in 32 countries. Its unparalleled portfolio of international, national, local, specialty and new breakthrough food and beverage brands includes Starbucks, 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, railway stations, motorway service areas, retail and leisure parks and conference centres.

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