

13th March 2008

SSP signs major new deal with leading bakery brand Panos in Belgium

SSP has increased its presence in the Belgian travel market with the signing of an agreement giving it exclusive rights to operate Panos bakeries in Belgian rail stations. The company has acquired 22 units across the SNCB-operated network, including a recently opened outlet at Brussels Midi Station.

The move will quadruple the size of SSP's business in the country, where it already has operations at a number of rail stations and motorway service areas.

The acquisition of the units adds critical volume to the SSP business in Belgium, according to Vincent Romet, Managing Director of SSP France and Belgium. 'We now plan to use this established operation as a foundation for future expansion in the travel sectors across the country.'

Panos is well known for its good value and high quality bakery range, including signature breads and locally-renowned viennoiseries. Founded in 1982, the company moved into the rail sector in 1996 and now operates more than 150 outlets in shopping malls and travel locations across Belgium. Panos units are typically around 40 square meters in size, and while most are take-away outlets, a number also have seating facilities. It's the market leader in its home city of Ostende, which has the largest number of bakeries per person than any other region of Belgium. The franchise is owned by bakery producer Deli, which will continue to supply products to the Panos outlets in Belgian rail stations.

'We're delighted to be adding Panos to our portfolio,' said Vincent Romet. 'We'll be investing heavily in this very popular brand to ensure that its growth continues in the travel sector. I am also very pleased that Johan Bereins, one of the founders of Panos, will be working with SSP to develop the brand over the next five years.'

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Editor's notes:

SSP is Europe and Asia's leading dedicated operator of food and beverage brands in travel locations. It has operations in 29 countries around the world in airports, train stations, retail parks and conference centres.

Its unparalleled portfolio includes international, national, local, speciality and new breakthrough food and beverage brands including its own national and international brands. Among these are Caffè Ritazza, Le TrainBleu, Marks & Spencer Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut and Upper Crust.