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## **Food and beverage specialist SSP to enter Austrian market with new contract win at Vienna Airport**

SSP's five year contract to operate food and beverage outlets at the new Skylink Terminal in Vienna International Airport will take the number of countries in which the specialist food and beverage operator is present to 30.

When Vienna's new terminal opens in June 2009, the facility will feature a large SSP-operated food court. Developed in partnership with Meinel, Vienna's finest food store, and branded 'Meinel to go', the food court will also feature a café serving the wide range of coffees for which the Austrian capital is renowned. 'Vienna airport was looking for something typically Austrian for its new terminal, and we were delighted to be able to offer one of Vienna's most prestigious names as part of our brand portfolio,' said Johann Weinzettl, CEO, SSP Central & Eastern Europe, Middle East and India. 'Our airport experience and our ability to adapt the brand for this market means that we're proud to be able to take the Meinel brand to a totally new audience. A combination of international know-how and local culinary expertise certainly helped us to win this business in the face of strong competition.'

'We did not initially have any ambitions to operate in Vienna Airport,' said Udo Kaubek, Managing Director of Meinel. 'However, when SSP explained their operational capabilities, and demonstrated to me their proven track record in taking leading brands such as Marks and Spencer Simply Food and Caviar House & Prunier into travel environments, I was certain that they were the best partner to help me grow my business in this exciting sector. We have very exciting plans for our business at Vienna airport and I am looking forward to working with SSP to deliver them.'

The new Skylink will also feature a Panopolis bakery. This premium bakery brand is already operating successfully in Zurich Airport and will soon to be seen in Hong Kong International Airport. Developed by SSP to offer freshly baked, authentic breads from around the world as well as locally sourced products such as charcuterie and fresh cheeses, Panopolis provides a warm and welcoming environment for customers who want to dwell in the seating area or eat on the go.

'We developed Panopolis to meet the needs of customers who want a premium product in a comfortable, travel-friendly environment,' said Panopolis Brand Director Chris Burton. 'As well as a food range that we believe is unrivalled in quality and variety, Panopolis offers such useful touches as plentiful charging points for laptops and phones, and adequate space for hand

luggage. We believe a great food and beverage offer can play a key role in a customer's overall airport experience.'

Commenting on the contract award, Christian Domany, member of the Management Board of Flughafen Wien AG said: 'The concepts we have chosen for our new terminal will underscore the uniqueness of Vienna International Airport and strengthen our position among international airports as a top player.'

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Editor's notes:

**About SSP**

SSP, the Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in more than 125 airports. Its unparalleled portfolio of international, national, local, specialty and new breakthrough food and beverage brands includes its own national and international brands. Among these are 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, train stations, retail parks and conference centers. The addition of Vienna airport brings the number of countries where SSP operates to 30 in total.