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SSP brings the spirit of the Montreux Jazz Festival to Geneva International Airport

Visitors to Geneva International Airport can now experience the buzz of the famous Montreux Jazz Festival all year round with the opening of the world's first Montreux Jazz Café by SSP, The Food Travel Experts.

Making its global debut in the airport of its 'home' city, the Montreux Jazz Café is the result of an intensive collaboration between Claude Nobs, founder of the renowned Montreux Jazz Festival and SSP, the leading operator of food and beverage in travel locations worldwide.

Montreux Jazz Café combines SSP's global knowledge of operating food and beverage in travel environments with Montreux Jazz Festival's reputation for presenting the latest and greatest music from around the world.

The restaurant, which is divided into distinct front of house and 'backstage' areas, features some airport firsts, including a lounge bar-style backstage area incorporating a state-of-the-art sound system and a 70-inch flat screen on which images from the Festival archives are to be shown. During the Festival, travellers stopping off at the Café will be able to watch concerts just a few hours after they have taken place at the Auditorium Stravinski or the Miles Davis Hall. The Café will also host a schedule of live music events, due to commence in September.

The Café's menu has been developed with expert advice from Geneva-based Michelin-starred chef Gilles Dupont, who has also been working with SSP to develop his own restaurant at the airport. Dupont has worked closely with SSP's own food development team and Claude Nobs to create signature dishes for the Café inspired by Nobs' favourite artists and some of their most outstanding, well-known pieces of work. These include dishes named after music industry icons with long associations with the Festival such as Deep Purple and BB King.

The Café will also sell Montreux Jazz Festival and Montreux Jazz Café merchandise.

'The development of the Montreux Jazz Café has been a real partnership. This first unit is the product of a very rewarding working relationship between SSP and the Montreux Jazz Festival Foundation, both leaders in our respective fields,' said Andrew Lynch, Chief Executive Officer, SSP. 'I look forward to a long and successful relationship with Claude and his team.'

Claude Nobs, Founder of the Montreux Jazz Festival and himself a trained chef added: 'I began my career in the foodservice business so I am delighted to be able to combine two great passions of food and music in the creation of such an exciting new concept as the Montreux Jazz Café. I'm

delighted that our partnership with SSP will allow us to take the amazing spirit and excitement of the Montreux Jazz Festival to more people around the world.

‘The Montreux Jazz Café captures the very best of the region, reflecting both the culture and cuisine of the area through innovation with a high level of authenticity. We are certain that the restaurant will prove popular with locals and visitors,’ said Pierre Germain, Commercial and Financial Director, Geneva International Airport.

The Montreux Jazz Café is one of several units being opened this year at Geneva airport by SSP as part of an extensive refurbishment of the passenger terminal.

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Editor’s notes:

About SSP:

SSP is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in more than 130 airports and 270 rail stations in 30 countries worldwide. Its unparalleled portfolio of international, national, local, speciality 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 centres.

About SSP Switzerland:

SSP Switzerland currently operates all the food and beverage outlets after passport control at Zurich Airport. This prestigious airport has won many accolades for its food and beverage, including ‘best airport for dining’ from Condé Nast Traveler magazine. SSP also runs outlets at Geneva rail station, St. Gallen station and Basle station. SSP will open several units at Geneva International Airport during 2008 and early 2009.