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Upper Crust enters US market

SSP opens first US Upper Crust outlet at Pittsburgh International Airport

Internationally popular bakery brand Upper Crust has made its US debut at Pittsburgh International Airport, (PIT), courtesy of SSP. Located on Concourse C of BAA Pittsburgh's award winning AIRMALL®, the new outlet serves a range of authentic French baguette sandwiches.

'We know what travellers want – fresh, high-quality foods at 'regular mall prices guaranteed',' said Mark Knight, president of BAA Pittsburgh. 'We chose Upper Crust because people in 15 countries around the world know that it represents fresh baguettes and unmatched quality. In this way, Upper Crust is the perfect addition to the AIRMALL® at PIT.'

Developed by SSP in the UK in 1986, Upper Crust is recognized around the world for serving authentic French baguettes that are freshly baked throughout the day, with an emphasis on quality and portability. The dough contains no fat or sugar, and it is proofed four times longer than ordinary bread. Every Upper Crust baguette features its own unique three-hour time stamp to ensure freshness, and Upper Crust adds innovative, tasty fillings to create a healthy alternative for people on the go.

'Upper Crust's quality is unparalleled, and we are excited to unveil the brand to American travellers,' noted Les Cappetta, President and CEO of SSP's North American division Creative Host Services (CHS), which is responsible for introducing the Upper Crust brand to the US market. 'Travellers on the move are looking for fresh, healthy options, and being able to take a freshly baked baguette to-go is sure to delight the US airport consumer. SSP's brands are designed with the traveller in mind. The systems, the service, the packaging and the menu all consider the needs of today's traveller.'

Upper Crust at PIT (900 square feet) also serves freshly baked muffins, seasonal soups, salads and a wide range of breads for sandwiches, including multi-grain baguettes, bagels and crispy ciabattas. In addition, Upper Crust offers freshly brewed coffee and espresso. Sit-down dining and AIRMALL®-to-Go are both available. The new store is open from 5:00 a.m. to 7:00 p.m. daily throughout the year.

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Editor's notes:

SSP is Europe and Asia's leading dedicated operator of food and beverage brands in travel locations worldwide. It operates an unparalleled portfolio of international, national, local, speciality and new breakthrough food and beverage brands including its own national and international brands. Among these are Caffè Ritazza, Le Train Blue, Marks & Spencer Simply Food, Bonne Journee, Caviar House & Prunier, Pizza Hut and Upper Crust.

SSP has operations in 28 countries around the world in airports, train stations, motorway service stations, retail parks and conference centres.