

PRESS RELEASE

Paris, October 17, 2017

## Expansion in Northern Europe Areas opens two new points of sale at Denmark's Copenhagen Airport

After opening its first point of sale in Denmark in March, Areas has reinforced its positions in Copenhagen Airport (CPH) which was twice voted Best Airport in the World for its catering services.<sup>1</sup> Areas, the international travel catering brand of Elior Group, has just carried off the contract to manage two new catering points of sale, a 42 RAW restaurant and a Bar Jacobsen that offer innovative culinary experiences to the 26 million travelers who pass through CPH every year.

On the back of the success of the RETREAT banner, a catering concept adapted by Areas to meet the requirements of the airport environment, Copenhagen Airport has called on Areas to come up with two new catering concepts for travelers on the move.

The opening of the 42 RAW restaurant and Bar Jacobsen catering outlets underscore Areas' ability to discover and attract brands whose offerings are in line with the latest culinary trends in travel hubs.

### Fresh food served in its most natural state

With 3 points of sale already established in Copenhagen, 42 RAW will be opening its first franchise with Areas at CPH before the end of October 2017.

42 RAW is a fast food catering brand that is based on the concept of serving food in its natural state and which offers a selection of salads, sandwiches and fresh fruit juices. All meals are gluten-free, vegan, and based on fresh fruit and raw veggies and nothing is cooked at temperatures above 42 °C so as to satisfy contemporary consumer tastes for healthy and natural food.

### A long-standing Danish catering brand

The Bar Jacobsen was specially designed by Areas, in collaboration with the Carlsberg brewery founded in 1847 by J.C. Jacobsen.

The traditional brasserie menu comprising burgers, fish & chips, salads, sandwiches and platters, washed down with a Carlsberg beer, offers a selection of reference dishes to travelers looking for a taste of authenticity, as well as those curious of the Danish brand.

The CPH Bar Jacobsen will open in November 2017.

*"We are proud to welcome 42 RAW and Bar Jacobsen. Passengers travelling through the airport, often request authentic products, as well as natural, healthy and nutritious food, to grab on the go or sit and enjoy in peace and quiet. 42 RAW and Bar Jacobsen meet this demand in a unique and sustainable way, and they are one of those local heroes, that strengthen that special Copenhagen-ambience in the airport"* says Lise Ryevad, Director, Airport Sales, Copenhagen Airport.

Alexandre de Palmas, CEO of Areas in France and Northern Europe, said: *"By drawing on its expertise in travel catering, Areas has developed a range of innovative culinary experiences to suit the tastes of all types of travelers: first-time visitors to Denmark, outgoing Danish passengers and travelers passing through. Copenhagen Airport has demonstrated its confidence in our company by giving us free rein in our choice of catering venues. These two new brands, together with RETREAT, underscore Areas' ability to provide our guests with a traditional culinary experience that enables them to discover a variety of gastronomic specialities and the Danish way of life."*

<sup>1</sup> [The 2014 and 2016 Airport Food & Beverage Conference & Awards](#)

#### **About Areas**

Areas is one of the global leaders in the travel catering and retail industry, generating €1.668 billion in revenue in 2016. A global brand of Elior Group, Areas welcomes 330 million customers each year in 2,000 restaurants and points of sale in 13 countries, throughout Europe as well as in the USA, Mexico and Chile. As the caterer of choice in the travel and leisure markets, focusing on quality for 45 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 900,000 daily customers to savor.

For further information: <http://www.areas.com> Areas on Twitter [@Areas](#) / [@Areas\\_FR](#) / [@Areas\\_ES](#)

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#### **About Elior Group**

Founded in 1991, Elior Group has grown into one of the world's leading operators in the catering and support services industry, and is now a benchmark player in the business & industry, education, healthcare, and travel markets. Now operating in 15 countries, the Group generated €5,896 million in revenue through 23,000 restaurants and points of sale in FY 2015-2016. Our 120,000 employees serve 4.4 million customers on a daily basis, taking genuine care of each and every one by providing personalized catering and service solutions to ensure an innovative customer experience. We place particular importance on corporate social responsibility and have been a member of the United Nations Global Compact since 2004. The professional excellence of our teams, as well as their unwavering commitment to quality and innovation and to providing best in-class service is embodied in our corporate motto: "Time savored".

For further information please visit our website: <http://www.eliorgroup.com> or follow us on Twitter: [@Elior\\_Group](#)

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