

PRESS RELEASE

Paris, May 4, 2017

## Super Wild Coffee Areas' new coffee shop brand

Areas, the international travel catering brand of Elior Group, announces the launch of its new coffee shop concept, Super Wild Coffee. Characterized by its offbeat, comical image and industrial, cosy design, the new brand proposes a range of rich, gourmet snacks and fresh, aromatic drinks; a concept that blends the spirit of the classical coffee shop with demands of travelers on the go in a relaxed and welcoming setting.

As the caterer of choice for millions of travelers every day, Areas has drawn on its in-depth knowledge of catering trends and expectations of people in transit to design and reveal innovative catering solutions. With a portfolio of own-brand catering concepts designed by the Group and partnerships forged with major international brands and local concepts, Areas can rely on a network of around 150 brands to meet its objective to make transport hubs convivial and modern.

With Super Wild Coffee, Areas wanted to take the traditional coffee shop to another level by offering a wide range of fresh, healthy and gourmet products.



This new brand will be marketed in France and abroad in transport hubs, such as stations, airports and motorways. Areas has already opened two Super Wild Coffee shops; one in the Égée Tower (home of Elior Group headquarters in the La Défense business district) and another in Versailles Chantiers station. Other outlets will be opened before the summer in the Gare de Nord and the Gare de L'Est railway stations in Paris and the Fuerteventura Airport in the Canaries, and in September in the Saint-Lazare railway station and Porte de Versailles Exhibition Center in Paris.

Commenting on this new catering concept, Alexandre de Palmas, General Manager of Areas in France and Northern Europe stated: *"Super Wild Coffee is the fruit of a joint effort between the marketing teams of Areas in France, Spain and Italy, which pooled their savoir-faire to develop the most promising and adapted coffee shop concept to meet the specific constraints of transport hubs. Our aim was to provide coffee lovers an exceptional catering solution by designing an innovative offering with savory and sweet products served in a warm and relaxing setting."*

[eliorgroup.com](http://eliorgroup.com)

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#TimeSavored

@Areas\_FR

#SavorYourWay

### **An exceptional cup of coffee**

Super Wild Coffee offers coffee lovers exceptional products sourced directly from small local producers (Brazil, Burundi, etc.). Speciality brands of coffee, each with their own distinguished taste, are prepared from a freshly-ground blend created especially for Super Wild Coffee and served by baristas.

Super Wild Coffee offers a wide range of coffees, including the great “classics” (such as Espresso, Espresso Italiano, Espresso Macchiato, Espresso Con Panna and Allongé) and a variety of gourmet coffee drinks (Latte Macchiato, Latte Super Wild, Flat White, Mochaccino, Capuccino), not to mention filtered coffee, the all-time favourite drink of our English-speaking guests.

### **Rich, gourmet snacks**

To satisfy all of its guests' tastes and desires at any time of the day, Super Wild Coffee offers a wide selection of snacks signed by an Areas chef:

- A full sweet n' savory breakfast with pastries, porridge, bircher muesli, granola desserts and smoothies.
- Well garnished sandwiches prepared from a variety of breads: wraps, bloomers, bagels, etc.
- The choice of two gourmet-salad formats: Tabbouleh (quinoa, falafel, carrot, cucumber, spinach shoots, raisins, parsley, olive-oil/lemon sauce) and Thai (crayfish, mango, cabbage, carrot, peanuts, coriander, sesame seed sauce).
- Hot soup and toasted sandwich snacks; for example, noodle soup with chicken gyozas and toasted croissants.
- A variety of deserts (pre-baked and prepared on-site) for all tastes: cheesecakes, carrot cakes, muffins, home-made granola on Greek yoghurt, etc.
- A selection of snacks

All products served in Super Wild Coffee outlets are freshly made on-site or sourced from well-known suppliers (such as Lili's brownies and Forezia).

### **A wild coffee shop**

The design of Super Wild Coffee shop's modern, chic and comfortable setting uses solid and functional raw materials such as solid wood, steel, concrete and iron evoking the spirit of older manufacturing styles.

Here, the goal was to create a tasteful blend of styles by combining natural, vintage and raw materials to create a unique and memorable setting that underscores the concept. The décor, signed by the Belgian decorator Will Erens of the Too Many Agencies international design agency, was chosen because of its coherence with Super Wild Coffee's basic flagship product: coffee.

Last, but not least; the poodle; the mascot chosen to reflect the tongue-in-cheek spirit of Super Wild Coffee and the brand's objective to create moments of well-being and light-heartedness for its guests. In total contrast with the bold, full-bodied name of the brand, the appearance of the seemingly well-behaved poodle mascot on the logo gives a somewhat offbeat touch.

#### **About Areas**

Areas is one of the global leaders in the travel catering and retail industry, with global sales of €1.668bn 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 in Europe and the US, as well as in Mexico and Chile.

As the caterer of choice in the travel and leisure markets, Areas has made quality its key priority for 45 years and is now present in strategic and local transportation hubs 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: [areas.com](http://areas.com) Areas on Twitter : [@Areas](https://twitter.com/areas) / [@Areas\\_FR](https://twitter.com/areas_fr) / [@Areas\\_ES](https://twitter.com/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: <http://www.eliorgroup.com> Elior Group on Twitter : [@Elior\\_Group](https://twitter.com/Elior_Group)

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