





A QUICK COFFEE?

WHAT NILS WANTS

To wait for his next connection in relaxing surroundings, away from the crowd, and enjoy a good cup of coffee while replying to his urgent emails.

WHAT WE'VE PUT TOGETHER FOR NILS



GARE DU NORD
PARIS, FRANCE



RAILWAY STATIONS

It's 4.30 a.m. when we arrive at Gare du Nord station in Paris. Everything is quiet in the huge building, which was built in 1867 and is just opening its doors for the day ahead. It's difficult to believe that before it closes, 750,000 people will have passed through in a type of improvised choreography.

Crowds, from morning to night

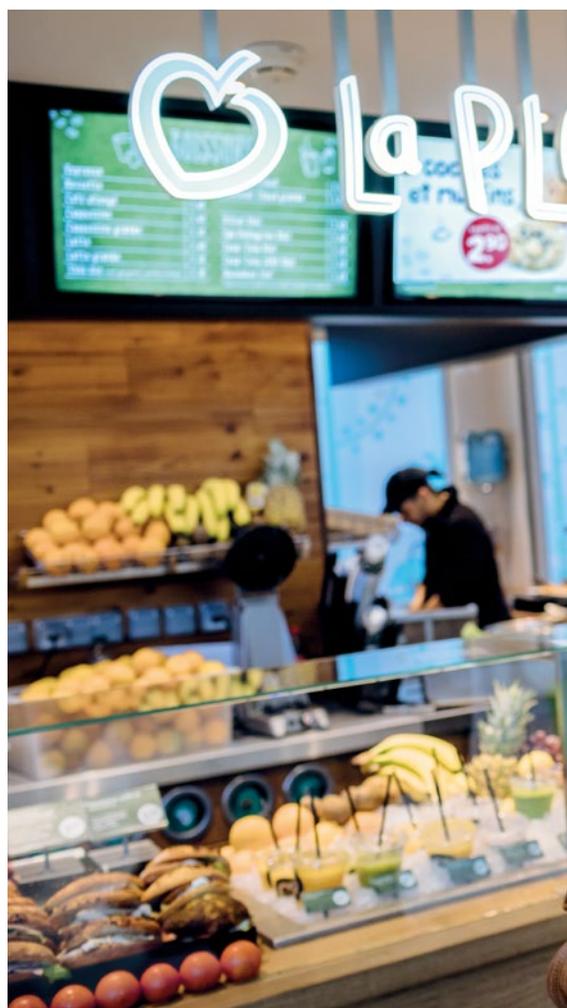
Gare du Nord is Europe's busiest station in terms of passenger numbers. Every day hundreds of thousands of people come here to cross the Channel by Eurostar, travel to the north of France, head for Belgium and Germany with Thalys, do a return journey between Paris and its suburbs, or use one of the five suburban train lines or the subway.

Areas' teams need to get up early to serve these customers on the move. Five o'clock chimes on the station's main clock and we meet up with Romain Osche, Areas' site director, for the first briefing. Our visit starts with the La Place café, whose teams are ready and full of energy to greet the guests who will begin to pour in as soon as the doors open at 5.30 a.m. With its freshly prepared breakfast menu, La Place is a new outlet that attracts early risers!

Multi-talented and multi-lingual teams

Throughout the morning we follow Romain from outlet to outlet. He knows the station like the back of his hand and navigates effortlessly from one level to another so we'd better not lose him. Knowing how to move quickly and be adaptable are talents that Romain shares with the 220 other people who work for Areas at Gare du Nord. *"Here it's vital to be able to handle orders quickly and in several languages. The pace is intense and we train our teams to help manage stress."*

Time passes differently here because people's break times depend on their own particular schedules and can be taken at any point in the day. Of course there are the last-minute passengers who grab a sandwich before jumping on their train but there are also those who get to the station early or are waiting for someone



and take a longer break out of their often busy day. *"Areas' offerings are particularly varied so we can always give customers what they want when they want it. Whether it be cakes and pastries at PAUL, a healthy salad at Exki, smoothies and sandwiches prepared to order at La Place, a cappuccino at Columbus Café, an original blend at Super Wild Coffee or a dessert at L'Éclair de Génie... the choice is huge,"* explains Romain.

Behind the scenes

To guarantee the quantities required and constant freshness of the ingredients used, most of the products offered at the station are made on site in a central kitchen open 22 hours a day, seven days a week. Areas' teams have put in place an intricate organizational structure so that all the formulas proposed can be served throughout the day. What goes on behind the scenes is as impressive as a well-rehearsed ballet!



Most of the products are made on site, guaranteeing freshness and quality as well as sufficient amounts to meet the steady demand throughout the day.



Raring to go at dawn, our teams greet their first guests at 5.30 a.m.

It's 10 p.m. by the time we leave Gare du Nord. Passionate about his job and the place he works at, Romain talks about the upcoming openings of new outlets at the station, including Maison Pradier with its macarons, and a monop'daily convenience store. How about if we come back here soon, even without a train ticket, just to see the sights, hear the sounds and taste the food on offer?

← **750,000 people pass through Gare du Nord every day.**



↑
 Areas' offerings are particularly varied — sweet, savory, healthy, gourmet — so customers can always have what they want when they want it, whether it be grab & go or a leisurely meal.



↑
 Romain Osche, Areas' site director, who is in full discussion here with station manager Jérémie Zegerman, knows the Gare du Nord like the back of his hand. His credo is knowing how to move quickly and be adaptable, just like the 220 people in his team.



→
 In the Eurostar area passengers have the time to relax, such as here at Exki with its warm and welcoming décor.

INNOVATION

CONNECTED EATING

At its L'Agora restaurant in Montpellier-Saint-Roch station in France, Areas has installed digital tables which guests can use to view the menu in different languages, see a detailed description of the dishes (allergen information etc.), rate the quality of the food, look up train times, and even play video games!

Convinced by the potential of this innovative solution – which has resulted in a 20% increase in the restaurant's average customer spend and more efficient service – Areas decided to collaborate with Awadac, a company specialized in digital solutions and connected furniture for restaurants.

This partnership forms part of Elior Group's strategic innovation program called Life⁴ (Let's Imagine Future Experiences), through which the Group collaborates with start-ups and lets them test their innovations in its restaurants.



DESDE 2015
COMO
RESTAURANTE & CAFÉ

CONCEPT

¿COMO ESTAS?

Concept: COMO is an Areas own-brand that is focused on healthy, high-quality produce and Mediterranean-inspired cuisine, with food available to eat in or take away.

History: After demonstrating its success in the motorways market – at the La Selva and La Jonquera service plazas in Spain – the COMO concept was rolled out to the railway stations market in 2017.

Success story: When it opened a new COMO at Sants station in Barcelona – which covers over 1,300 sq.m. – Areas became the leading catering operator at one of Spain's busiest stations in terms of passenger numbers.

CONCEPT

SUPER WILD COFFEE
PULLS INTO STATION

After opening its doors this year at Versailles-Chantiers station in France, the new Super Wild Coffee concept is already a go-to venue at Gare du Nord, and will soon be at Gare de l'Est and Gare Saint-Lazare stations in Paris, as well as at Fuerteventura airport in the Canary Islands (Spain).

APP

MAKE A WISH

Passengers passing through Gare du Nord station in Paris can now use the delivery and loyalty services provided by the Wiiish app designed by Areas and can interact with the food and beverage concepts available at the station before, during and after their visit.

