





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



LOS ANGELES AIRPORT
LOS ANGELES, UNITED STATES



AIRPORTS

We have absolutely no idea what time it is when we meet up with Patrick Cathcart, Areas' site director at Los Angeles International Airport (LAX), who is sitting at a table at the Engine 28 restaurant. To celebrate our arrival in California, we nevertheless let ourselves be tempted by a magnificent American breakfast — pancakes, eggs and a chai latte. At the table next to us, a jetlagged Australian couple opt for a burger with onion rings. *“An airport’s role is to be a magical place for food lovers,”* says Patrick with a smile. *“We’ve to offer travelers whatever they want to eat whenever they want it.”* And so, between 5 o’clock in the morning and midnight, everything is available and the hardest thing is for travelers to choose. Whether they want a cappuccino, a healthy smoothie, a taco, a salad or pork ribs in barbecue sauce, Areas has thought of it all and caters for every budget.

A taste of the City of Angels

With Santa Monica pier, Hollywood studios, the chic neighborhood of Beverly Hills, and its many amusement parks, Los Angeles is an iconic destination, but some people in transit will be unable to leave the airport. There’s no fear of frustration though because if they can’t get to LA then Areas will bring LA to them! *“We have set up partnerships with the most fashionable addresses in town — Ford’s, Reilly’s, Engine 28, Sammy’s and LAMILL,”* says Patrick, *“with the aim of recreating the LA atmosphere so everyone can say ‘I was there!’”* Downtown, you sometimes have to wait weeks to get a table at the famous B Grill by BOA, but at LAX you can always order something from the restaurant’s menu which is as chic as it is eclectic. While we speak to Patrick, four friends are taking a photo of their meals to share on Instagram.

A US-style casting

To work at LAX you need to have a sense of showmanship and service. Areas’ 750 employees go all out to ensure that their guests have an excellent experi-



At LAX, Areas can offer any meal at any time.





Areas' 750 employees go all out to ensure that their guests have an excellent experience.



perience, however brief it may be. At Dunkin' Donuts, waitresses pass from table to table to offer tastings of new recipes, and a bell rings joyously whenever a tip is given, making everyone laugh. And there's also a happy atmosphere at the famous California Pizza Kitchen, where the pizzaiolo throws pizza dough high into the air to the delight of guests, whetting their appetites.

"We have created a far-reaching in-house motivation policy so that our 750 employees feel as if they belong to a family and a shared project. This policy has paid off as we have a very low staff turnover and some of our team members have been at LAX for years," points out Patrick. A prime example is Raymond Hernandez, who worked there when Areas had just one concession in the whole airport. Today he is General Manager in charge of half of the 24 concepts managed by Areas, with three more on the horizon.



***"The theater and artistry of California Pizza Kitchen makes the concept one of our most enjoyable restaurants here,"* notes Marta Cuatrecasas, General Manager of the North side of the airport for Areas.**

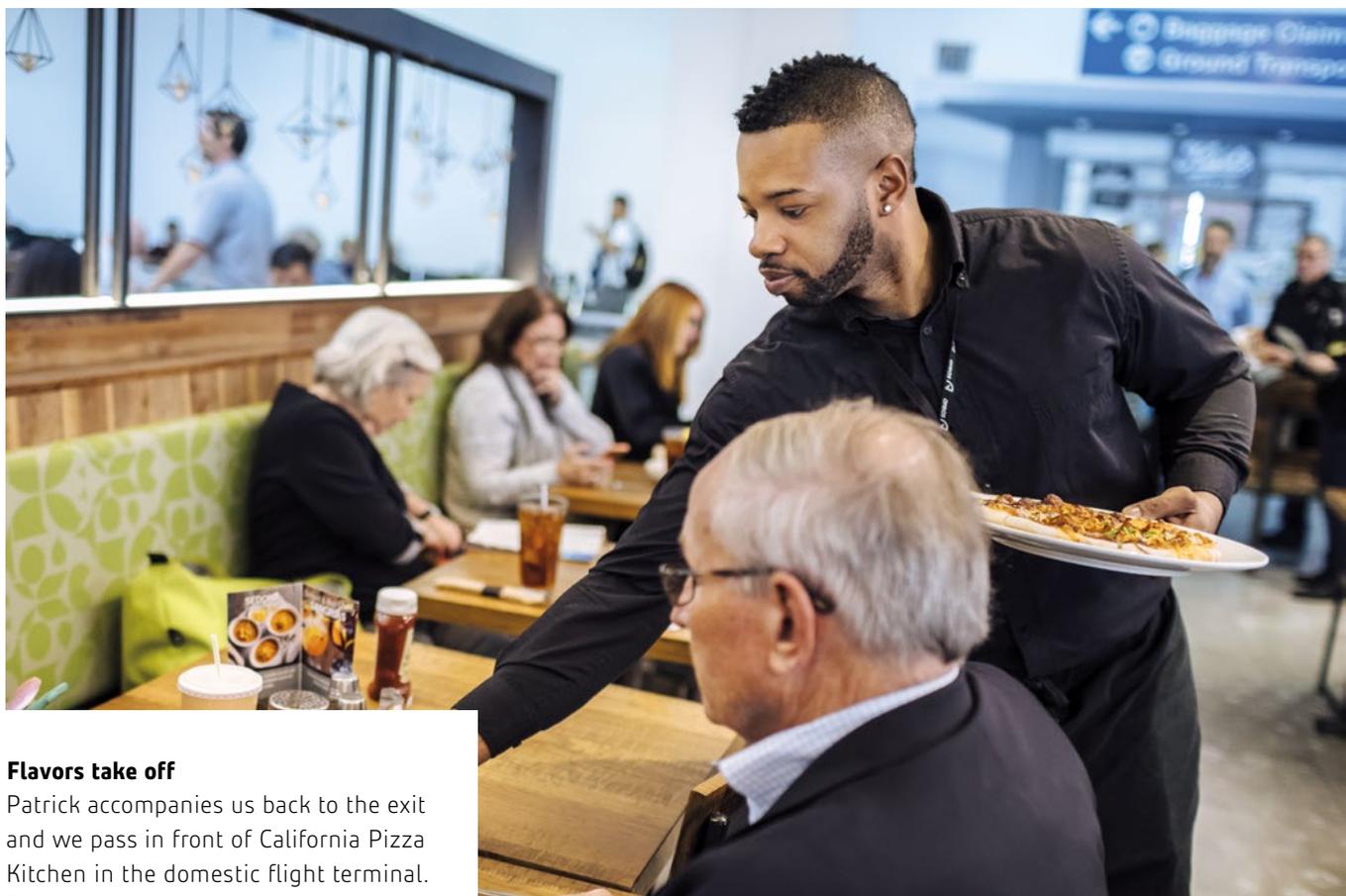


← At Dunkin' Donuts, a bell rings joyously whenever a tip is given.

→ Thanks to a far-reaching in-house motivation policy, staff turnover is very low. Some have been with Areas for years.



← Partnerships have been set up with the most fashionable addresses in town. Here, passengers can experience the typical California lifestyle without having to step outside the airport.



Flavors take off

Patrick accompanies us back to the exit and we pass in front of California Pizza Kitchen in the domestic flight terminal. This Californian institution is one of the airport's best successes. "Are you still hungry?" asks Patrick. If there had been a table free we'd probably have said yes — and put it down to jetlag of course!

HABITS

HEALTHY SNACKING

One of Areas' aims in the United States is to offer healthy grab & go solutions. In line with this objective, eight points of sale at LAX airport and another at the Maryland House motorway service plaza propose a wide range of healthy options, including freshly-squeezed juices, organic drinks, superfood cereal bars, dried fruit, grains and gluten-free and GM-free snacks.

CONCEPT

STREET VIEW



Areas has created the StrEAT food market at Ibiza airport in Spain: four prestigious brands inspired by the street-food trend, serving departing passengers in a space of over 500 sq.m.

KEY FIGURES

AREAS AT COPENHAGEN AIRPORT



2

new Areas points of sale (Retreat and 42Raw) in Denmark's largest airport.

29

million passengers in 2016, making Copenhagen the busiest airport in Scandinavia.

2

The number of awards received for the world's best airport catering offerings (in 2014 and 2016).

42°C

The maximum cooking temperature of the dishes served by 42Raw – a new fast-food concept based on salads, sandwiches, fresh juices and acai bowls. Everything is gluten-free and vegan and is prepared using raw fruit and vegetables, served in their natural state.

1847

The creation date of the world-famous Danish institution, the Carlsberg brewery, which has teamed up with Areas to open a restaurant and Bar Jacobsen, named after Carlsberg's founder.

ABOUT THE CHEF



RICARDO PÉREZ

is the chef at the La Alhondiga restaurant in downtown Bilbao (Spain) and is involved in the new concept developed by Areas at Bilbao airport: Exploring the World from Bilbao.

One word to define his food commitment

Local.

The chef's signature dishes?

His gourmet offering blends fusion cooking with street food. His recipes for tacos made with beef cooked in red wine and cod with pil pil sauce and his pork shoulder and camembert sandwich in crusty bread already have a cult following!

And what about drinks?

The chef recommends a beer from the San Miguel brewery – a local institution that is a partner of the Exploring the World concept.