

SSP to enter South America with two new airport contracts in Brazil

By **Mary Jane Pittilla** on November, 21 2018 | Retailers



SSP will enter the South American travel market for the first time after securing contracts worth circa £70 million (US\$90 million) over nine years with two of Brazil's main international airports.

A joint venture partnership between SSP and Duty Free Americas (DFA) will see a mix of international brands launched at São Paulo GRU Airport, the largest airport in South America, and RIOgaleão Tom Jobim International Airport, which welcome around 40 million and 16 million passengers a year, respectively.

Brands in the line-up include coffee shop Ritazza, contemporary restaurant Factory Bar & Kitchen, bakery brand Upper Crust, Jamie's Deli from celebrity chef Jamie Oliver, Italian brand Barzetti, Mexican-themed concept Mi Casa Burritos, hot dog brand Monty's Dogs & Cones, sports bar O'Learys and healthy eating brand Camden food co. The outlets will launch in Spring next year.

Kate Swann, CEO of SSP Group, said: "We're delighted to be making our first move into the exciting South American market. Our new operations at two of Brazil's most prestigious airports will provide us with a strong platform to grow our business in this rapidly developing region."

Leon Falic, President of DFA, said: "For DFA, these new joint venture restaurants are an important step in consolidating our presence in Brazil. Together with our duty free, duty paid and convenience store formats, we provide a true world class customer experience to the Brazilian market. We look forward to continue expanding the F&B business with SSP in the region."

Gustavo Figueiredo, CEO of GRU Airport, said: "Having SSP, with its extensive line of food & beverage operations, meets GRU Airport's objective of delivering the best and most diversified services to passengers."

Gabriel França, CCO of RIOgaleão, added: "We want Tom Jobim International Airport to be a part of the passenger's journey, not just a starting point for a flight, but a complete and memorable experience. A partnership like this, with SSP and DFA, brings even more quality and variety helping us to achieve the highest standard of excellence."