

Global food brand Natoo premieres at Frankfurt Airport



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Lagardère Travel Retail has opened its first Natoo hybrid store in Germany, at Frankfurt Airport in partnership with Fraport.

Natoo is Lagardère Travel Retail's healthy hybrid concept, bringing together a restaurant and a retail corner.

The opening of the first restaurant, located in Terminal 1A airside at Frankfurt Airport, will soon be followed by another opening in October at the same airport.

"Healthy all the way" is Natoo's tagline, which aims to be aligned with consumers' increasing demand for healthy and sustainable living and with the booming appeal of vegan and vegetarian meals.



Natoo's menus are developed from high-quality ingredients that are exclusively sourced regionally to support local producers, economies and shorten the supply chain.

Among a broad selection of bowls, freshly prepared throughout the day, customers can find the vegan Mother Earth and Namaste bowls as well as breakfast bowls such as Layovernight Oats and Espresso Oats.

The healthy food range also includes rice balls, salads, vegan yoghurts, as well as sweet balls and bars. The drinks menu offers homemade ice teas, fresh berry boosts, linseed shots, organic tea and coffee. A selection of organic bio-wines, from Keth local winery, is also available.

Sustainable materials

The Nattoo concept uses sustainable materials and consumables. Porcelain bowls are served with non-plastic cutlery and take-out packaging is exclusively made of recycled and recyclable materials. Reusable cups and lunch boxes from Biolooco are also part of the range.

In addition to its meals offering, the hybrid Nattoo concept includes a shopping corner where customers can find international food and lifestyle books, spices from the Spice factory and spice grinders. Organic ketchup by Curtice Brothers and Gingo gin round off the retail offer.

In a natural and contemporary ambience, digital monitors show the production of bowls and teas.

Community tables have integrated mobile charging stations and passengers can relax before boarding in the Nattoo lounge. Customers can also choose the take-out offer and use one of the self-checkout terminals.

Localized concept with global roll-out

Commenting on the opening, Mélanie Guillardou, EVP Foodservice & CSR, Lagardère Travel Retail, said: "I am thrilled to see the Nattoo brand taking another step in its international development. Since it has been launched, the brand has been highly valued by travelers and received global industry recognition with a FAB award in 2019. Our colleagues in Germany have done a great job to adapt the concept, building on its key assets and localizing it to meet the specific needs of travelers at Frankfurt Airport.

"It is great to see how teams around the world can give the original Nattoo a twist to further enhance it. We strongly believe in Nattoo's unique strengths and are investing to grow and adapt the concept to travelers' expectations of healthy eating and sustainability in more places across our network."

The Nattoo openings are the latest of many innovative developments driven by the Foodservice business unit in Germany, which is growing at pace. The team is building on existing partnerships and introducing new global concepts such as Paulaner, the first in travel retail, and Natsu, a new sushi concept.

The Nattoo concept was originally developed in Italy in 2016 at Venice Airport to offer a healthier and greener alternative to other food options at the airport, while maintaining a strong sense of place.

There are now seven Nattoo restaurants: six in Italy and one in Austria. The two Nattoo stores opening in Germany will be the eighth and ninth outlets of the brand which will continue its global roll-out over the coming years.