

# Paradies Lagardère partners with Starbucks at US airports in major deal



“A historical moment in our industry”: Gregg Paradies, President and CEO, Paradies Lagardère

Paradies Lagardère has entered into a license agreement with coffeehouse chain Starbucks to develop and operate stand-alone Starbucks stores in US airports.

This marks the first time the brand will be available from multiple licensees since the very first airport Starbucks opened in Seattle 29 years ago.

“We’re extremely pleased with this new opportunity to work with Starbucks,” said Gregg Paradies, President and CEO, Paradies Lagardère. “There’s no doubt that this is a historical moment in our industry and the addition of Starbucks to our brand arsenal aligns perfectly with the growth strategy of our Dining Division.”

Regynald Washington, President, Paradies Lagardère Dining Division, added: “The trust Starbucks demonstrates toward our team with this agreement is a clear testament to our relentless focus on the customer experience. I like to say we’re maniacs about guest hospitality and brand integrity. I truly mean this, and that’s why the world’s top brands trust us.”

Henry Klein, Starbucks Senior National Account Executive, Travel, said the company would bring innovations to the market to elevate the customer experience.

“Our partnership with Paradies Lagardère will allow us to expand our footprint and reach more customers across US airports. We will also bring new innovations to the market and elevate the overall Starbucks Experience for partners and customers. This includes new store concepts and digital capabilities that meet our customers where they are in their particular travel journey,” he said.