

SSP to open 17 units at Bahrain International Airport's new terminal

By **Hibah Noor** on June, 26 2018 | Retailers



Food and Beverage operator SSP has reached an agreement with Bahrain Airport Company (BAC) to operate 17 units in Bahrain International Airport's (BIA's) new passenger terminal, in partnership with leading Bahraini business conglomerate Buhindi Group.

The units will feature a strong mix of key local and international food and beverage brands including Bahrain's first Jamie's Deli and Pizzeria from world-renowned chef Jamie Oliver. The outlet will offer passengers freshly-prepared meals with a real 'Jamie' vibe, including pizzas and deli-style dishes, in an all-day casual dining environment.

SSP will also open an exciting new roof-top terrace called Sama by Alto, developed by the team behind the city's famous Alto Bar. Lumee, a Bahraini casual dining concept, will offer classic flavors of the locality in a contemporary setting. Residents of and visitors to Bahrain will be familiar with the fantastic shawarmas sold in Ya! Salam, and they'll be delighted that they will shortly have another chance to enjoy this national favorite when the brand makes its airport debut in Bahrain. There will also be a concept called Jaipur, serving Indian favorites.

In addition, SSP will unveil the first TGI Fridays in an airport in the region and an EAT restaurant, the first in the region. Among this impressive brand line-up will also be an illy caffè, Burger King, KFC, Camden food co, Millie's Cookies, Italian brand Levito and a Ritazza in a new food court area.

The new development is part of BIA's US\$1.1 billion modernization program, which will see the creation of a new terminal. It will mean the size of the airport will expand to 11,600 square metres, and it will have the capacity to handle 14 million passengers once the new project is complete.

"We're delighted to be entering Bahrain for the first time and have been working closely with BAC's team to develop the right mix of bespoke concepts, along side an exciting range of local and international brands," said Mark Angela, CCO of SSP Group and CEO of SSP EEME. "The design of the new terminal at BIA is outstanding, and we are looking forward to welcoming new customers to our wonderful range of units next year."

Commenting on the win, Ayman Zainal, Chief Commercial Officer at BAC said: "This is the first time we have gone to an external tender process for this type of activity, and we were delighted to receive a number of strong proposals. SSP offered a compelling range of brands and a well considered mix of local and international names and we are delighted to be partnering with them in this new venture to help put Bahrain on the international aviation map."