

Barcelona, 25 February 2020

Grand Opening

## Areas strengthens its leadership position in the Los Cabos International Airport in Mexico, managing 80% of the restaurants in its international terminal

**Areas, a global Food&Beverage and Travel Retail leader, has taken over 80% of the airport's gastronomic offer following the restaurant tendering process undertaken for the Los Cabos aerodrome. To be exact, Areas was awarded 8 of the 10 establishments tendered under a 5-year contract and a surface area of 1,800 m<sup>2</sup>. The terminal is being refurbished along with the airport's culinary options, which through Areas, means rolling out a unique, innovative range of offerings. This is the largest, most important contract that Areas has secured in the country. This culinary transformation involved an investment of \$USD 4.7 million (€3,7 million euros) for Areas.**

The new gastronomic proposal in the Mexican airport includes a wide range of concepts to satisfy all travellers' tastes. The main new arrivals at the airport include the steakhouse **STK**, whose opening will mean the brand's debut at a Mexican airport, the **Pacific Grill by Boa Steak House**, the sandwich franchise **Subway**, the pizza and pasta restaurant chain **Sbarro**, the co-branding with **Corona Sport Bar**, a specialist in snacks and American food with an extensive range of domestic and international beers, the tequila bar **José Cuervo**, and the hamburger restaurant **Carl's Junior**. These establishments are scheduled to open from July onwards, and by February 2021.

### **Areas, the Mexico's sector leader**

With these awards, Areas has become one of the main operators in the F&B and Travel Retail sector in Mexico, country in which the company manages 200 restaurants and locals between airports and hotels. In the airport sector, Areas is the main operator in the 24 main airfields in the country, where it was awarded in February 2018 with 6 new points of sale, operating a total of 31 stores in that airport. It is also worth mentioning the operation at the Guadalajara airport, where in 2018 an additional 1.200 sqm of F&B offer was awarded and where currently operates a total amount of 22 points of sale. The presence of Areas is also notable at the airports of Puerto Vallarta, Los Cabos and Monterrey where it manages a total of 62 points of sale.

In Mexico, the airport business of Areas is divided into convenience stores, which they represent a 40% of the turnover, and on the other hand, the F&B business, with a 60% of the remaining turnover under leading brands in its segments such as Carl's Junior (12 points of sale), Subway (12 points of sale), Café Punta del Cielo (11 points of sale), and brands such as Deli&Cia or Tacos Frontera among others.

According to Eduardo Uribe, Latam CEO: *"We're extremely happy that Areas' presence in Latin America is growing increasingly stronger. We've been operating in the Los Cabos International Airport for more than 10 years, strengthening our knowledge to respond to the demands of international contracting authorities, submitting innovative, quality gastronomic tenders focused on service for users."* *"This contract strengthens our leading role in the international restaurant tender market,"* Uribe added.



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#### **About Areas**

Areas is one of the world leaders in food & beverage and travel retail with €1,900 billion in turnover in 2018/2019. Each year Areas welcomes 348 million clients to its 1,928 outlets in 12 countries in Europe, the USA, Mexico and Chile.

As the caterer of choice in the travel and leisure markets, focusing on quality for more than 50 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 950,000 daily customers to savor.

For more information: <http://www.areas.com>  
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