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TRAVEL INDUSTRY TRENDS IN A FEW MINUTES

AUTHENTICITY

SEPTEMBER 2016 #01

AUTOGRILL GROUP COLLECTS 3 PRIZES AT THE 2016 FAB AWARDS AND 4 HIGHLY COMMENDED

THE 2016 FAB AWARDS

Fast Food/QSR Quick Service Restaurant of the Year 2016



The Fast Food / QSR of the year award was won by LEON at Heathrow Airport. The core Leon experience – and menu – is fully international. We believe that traditional fast food at pass-through destinations is no longer viable: these days, travelers are searching for healthy nutritional fare when they're on the go.

An airport environment such as Heathrow Terminal 2, gives us the opportunity to create a space where different people, cultures, and cuisines converge.

We have designed a menu that has revolutionised the future of airport food, offering healthy revitalising fare that provides weary passengers with an energy boost en route, one that best prepares them for a flight or helps them recover from jet lag. All of our dishes have been considered with different passenger needs in mind.

Autogrill® is one of the winners of FAB AWARDS 2016, the international “Oscars” for the food & beverage sector in travel channels organized by the business intelligence magazine “The Moodie Report”. This year’s event took place in Geneva, where the Group won three prestigious awards at the award ceremony on Thursday 30th June, having gained top rankings in the following categories: Fast Food/QSR Quick Service Restaurant, Digital or Social Media Initiative and Corporate Social Responsibility Initiative.

“Innovation and ongoing research into formats in line with the evolution of food trends are at the centre of the Group’s strategy,” said Autogrill® Group Chief Marketing Officer Ezio Balarini. “We’re very satisfied to see that this year’s 2016 FAB AWARDS too have recognized the passion and enthusiasm with which we foster, through our offering, a food culture in touch with new modes of travelling.”



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Digital or Social Media Initiative of the Year 2016

The Digital or Social Media Initiative of the Year award was won by Autogrill® for the launch of Le Chef Restaurant in Geneva Airport. Social Media Strategy was focusing on three marketing and communication objectives: CUSTOMER LOYALTY: Keeping the existing customers; CUSTOMER RECRUITMENT: Gaining new travelling customers (local and abroad); POSITIVE AWARENESS: Make it the place to be for locals and employees from around – and 3 CONTENT PILLARS: The Place: A new and unique location, generating awareness and curiosity - as the restaurant was closed for redesign, social media content was geared at communicating this closing in a positive light, sharing the work in progress and delivering teasers for the new restaurant opening; second pillar was The Food: An innovative new offering, generating desire of discovery with some post unveiling menu selections and portraits of local producers and suppliers.

The Chef, Benjamin Luzuy: a well-known face, that evokes trust and commitment. The strategy made use of pictures and video teasers of the Chef in unusual situations prefacing his arrival at Le Chef. Benjamin Luzuy, presenting his own TV show on Swiss national TV, embodies a new generation of chefs who are passionate about their profession and resolutely orientated towards sharing and social interchange. His latest Geneva ventures gather together a clientele united by a taste for quality and authenticity.

Corporate Social Responsibility Initiative of the Year 2016

The Corporate Social Responsibility Initiative of the Year award was won by Autogrill® for The Tenth Year of Sustainability Report.



With the aim of promoting the dialogue between companies, institutions and non-profit organizations about CSR, Autogrill® Group, in this occasion of the tenth anniversary of the publication of its first ever Sustainability Report, came together to discuss with a range of renowned experts in this field the benefits of building strategic partnerships involving all concerned entities and subjects. A two-day long conference devoted to sustainability as a strategic driver for the creation of value for companies and stakeholders, starting with the main topic being discussed at the European institutional level. In attendance were representatives of organizations, local and national institutions, international research institutes and strategic partners of the company focused on the challenges that will be faced by enterprises in the near future and have shared relevant case studies and on the topic. Some numbers from this successful event - a plenary conference involving Autogrill® CEO, institutional guests and top managers from company business partners:

- Three workshop sessions dedicated to the three strategic areas – People, Product and Planet.
- Four start-ups active in sustainable and second life projects.

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- More than 200 people joined the event.
- Forty speakers among national and international institutions, representatives of F&B industry, business partners, non-profit making organizations and the academic world.

- 13 articles on national and local press and two TV reports. #FoodForGrowth Twitter trend topic of the day: 3.000.000 views, 2.000 interactions, 1.200 mentions, 200.000 views of sponsored FB post.



FAB 2016 WINNER ATTRIBUTED TO AUTOGRILL® GROUP (AUTOGRILL®, HMSHOST)

- **FAST FOOD/QSR QUICK SERVICE RESTAURANT OF THE YEAR 2016:** LEON, HEATHROW AIRPORT.
- **DIGITAL OR SOCIAL MEDIA INITIATIVE OF THE YEAR 2016:** LE CHEF RESTAURANT, GENEVA AIRPORT.
- **CORPORATE SOCIAL RESPONSIBILITY INITIATIVE OF THE YEAR 2016:** TEN YEARS OF SUSTAINABILITY LOOKING AT THE FUTURE.

FAB 2016 HIGHLY COMMEDED ATTRIBUTED TO AUTOGRILL® GROUP (AUTOGRILL®, HMSHOST)

- **AIRPORT CASUAL DINING RESTAURANT OF THE YEAR 2016:** LEE KITCHEN, TORONTO PEARSON INTERNATIONAL AIRPORT.
- **FAST FOOD/QSR QUICK SERVICE RESTAURANT OF THE YEAR 2016:** LOCAL FOOD TRUCK, LOS ANGELES INTERNATIONAL AIRPORT.
- **FOOD & BEVERAGE MARKETING & PROMOTIONS CAMPAIGNS OF THE YEAR 2016:** CHANEL YOUR INNER CHEF, CHICAGO O'HARE INTERNATIONAL AIRPORT.
- **CORPORATE SOCIAL RESPONSIBILITY INITIATIVE OF THE YEAR 2016:** MADE BLUE, AMSTERDAM AIRPORT SCHIPHOL.