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TRAVEL INDUSTRY TRENDS IN A FEW MINUTES

AUTHENTICITY

SEPTEMBER 2016 #01

LOCAL-FOOD MOVEMENT GAINS MOMENTUM

The world's relationship with food is an ever-evolving concept. Although in the past eating may have been simply a necessary chore, today it is a far more personal affair. We have become more aware and educated as consumers, searching for quality and provenance, as well as seeking to benefit local businesses and limit our impact on the environment. Therefore, despite an ever-more-globalised world, our newly honed instinct when searching for good food is to look closer to home rather than further afield. In 2016, superior produce is defined by authenticity, sustainability and local craft.



Take the US, for example.

Locally and sustainably sourced food is among the most important [restaurants trends in 2016](#), highly valued by more than 1,600 chefs surveyed by the National Restaurant Association – [41%](#) of whom said it would be the fastest-growing trend in the next 10 years. Indeed, it's a development that is visible across all sectors of the food industry.

The same trend can be seen in Europe.

[Paradiset](#), a small two-store supermarket chain in Stockholm, offers authentic Swedish products that are responsibly obtained from local farmers, whether it's a chicken that roamed freely during its life or beer from the nearby island of Värmdö.

In the Netherlands, [UrbanFarmers](#) is using abandoned rooftops to grow fruit and vegetables that it then delivers to local shops, restaurants and residents. Meanwhile, on the other end of the spectrum in the US, Whole Foods – whose emphasis on sustainability and authenticity has already garnered a global following – recently received more than [100 applications](#) from regional farmers after it put out a request for local suppliers for its new Lehigh Valley branch in Pennsylvania.

As more of us make our consumer choices based on a desire to support local growers, farmers and fishermen, so too are some of the world's most renowned restaurants. From South America to Asia, some of the best chefs working today are using ingredients they can find on their doorstep to make dishes that reflect their agricultural and culinary context – and it's not going unrecognised.



> TAKE LOOK <



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Three years ago The World's 50 Best Restaurants awards launched its [Sustainability award](#) to commend restaurants that were “using local, seasonal and high-welfare, and ethically sourced produce”, as well as being environmentally responsible and beneficial to their communities. The winner of the inaugural prize in 2013 – Narisawa in Tokyo, Japan – was highly praised for using “seasonal ingredients drawn from Japan’s rich pantry”. In addition to winning the sustainability prize, Narisawa was also the organisation’s highest ranked restaurant in Asia in 2013 and has been climbing ever since. Authentic, true and honest, Narisawa is one of a growing number of restaurants that have realised that what their patrons want is to see locally sourced ingredients used creatively to their fullest potential.



This is a trend that shows no sign of diminishing and, consumers are the driving force. It is the demand from consumers as responsible 21st-century citizens that has stimulated this direction in the food industry. In fact, [expenditure on local food nearly doubled in the US between 2008 and 2014](#), according to the US Department of Agriculture. If there is one thing above all that holds true about the locally sourced food trend, then, it’s that it is not a trend at all. Our increased interest in local produce is an authentic, consumer-led movement that represents much more than a passing fad.

AUTHENTICITY

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FEMALE CHEFS TAKE CHARGE IN THE KITCHEN

The restaurant industry has continued to push culinary boundaries in recent decades, yet kitchens around the world continue to be staffed overwhelmingly by men. For an authentic representation of cuisine in the 21st century, the industry needs a well-balanced mix of men and women producing great-quality food. Fortunately a new wave of female chefs has kick-started a trend that is spicing things up.



Take [Yuki Chizui](#), the manager of Nadeshiko Sushi – Japan’s first sushi bar to be entirely staffed by women. Disillusioned by her previous job, Chizui opened the restaurant six years ago in Tokyo’s Akihabara neighbourhood. Due to the conservative nature of Japanese society, Chizui has received criticism and even insults for her decision to enter what has traditionally been a male-only discipline. Although she may currently be in the minority, the Tokyo Sushi Academy is seeing [one-fifth of places](#) on its two-month course being taken up by women – a sign that the craft may be widening its demographic.

On the other side of the Pacific, women account for just [4.7 per-cent](#) of head chef positions in the US but a handful of creative women are challenging the status quo. Take Nancy Silverton, the master baker who in 2014 won the James Beard Foundation’s outstanding chef award, or French-born Dominique Crenn who, along with having earned two Michelin stars, was chosen as Esquire’s best chef in America in 2008.

Then there’s Niki Nakayama, the Japanese-American chef who was brought to a global audience last year through her appearance on Netflix’s Chef’s Table, a television series that documents the stories of six of the world’s best chefs.

These are just some of the women succeeding in the industry but there are many more talented individuals diversifying the kitchens of America’s restaurants.



> TAKE LOOK <



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SEPTEMBER 2016 #01

Around the world creative chefs are exciting diners with ever-more global menus, while increased awareness of the advantages of locally sourced produce is shortening the journey that ingredients take from farm to plate. Lifestyle trends among an urbanised global population are fuelling growth that has the industry set to be valued at [\\$3.5 trillion](#) by the end of this year. Authenticity, however, requires an inclusive industry where both men and women are represented. Let's hope the growing trend of female chefs building successful careers in the restaurant industry is here to stay.

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AUTHENTICITY

SEPTEMBER 2016 #01

QUALITY FARE TAKES OFF AT THE AIRPORT

With more and more of the world being opened up to international tourism, people from around the globe are discovering new culinary territory during their travels. From a late-night bowl of tonkotsu ramen in Osaka to on-the-go tortas in Mexico City, authentic food is what today's travellers want when they visit new places. Not so long ago the opportunity to discover a country's true gastronomic delights came only after clearing customs, getting in a taxi and heading into town. Nowadays, however, those keen to sample local cuisine on arrival in a new destination need not even leave the airport. In airports worldwide, restaurants are offering authentic dishes that showcase the best culinary traditions a country has to offer.

who have communicated a desire for good food. Today more than ever, the airport is a gastronomic treasure trove; its authorities have recognised that people in transit have time on their hands, money to spend and the desire to eat well.



AUTHENTIC TASTES FOR DISCERNING TRAVELLERS

Until recently airports were zones of neutrality and transition – Airports have started to listen to travelers

This year is the apex of an ongoing trend that has revolutionised the airport food industry. All across the world high-calibre chefs have poured their efforts into creating quality restaurants, cafés and bistros to meet demand and have been an immense success.

Between 2013 and 2015 the Metropolitan Washington Airports Authority saw a [\\$5.1m increase](#) in revenue after introducing local restaurant Ben's Chili Bowl, world-renowned chefs Michael Symon and Carla Hall, and almost a dozen other eateries at its airports.

The recipe clearly works: give people tasty, authentic food and they will happily spend money. Most importantly, the airports that have seen the most success are those that have offered travellers an authentic culinary experience that represents city and country.

> TAKE LOOK <



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SEPTEMBER 2016 #01

Houston's George Bush Intercontinental Airport, for example, is welcoming [five local chefs](#) to whip up traditionally Texan cuisine. One of the chefs, Roland Lorenzo, heads up local institution El Tiempo Cantina – his mother is said to have brought fajitas to the US in the '70s. Tacos, fresh seafood, enchiladas and guacamole are featured on the menu, which offers travellers a real taste of the Lone Star State. Lorenzo is just one of many chefs around the world who are proving that airports should be part of the cultural experience.

Not all airports have fully capitalised on the trend but we are sure to see an increasing number of departures lounges making room for high-quality restaurants that are authentic reflections of their culinary contexts.



What we can expect to see from this growing trend is greater variety and emphasis being placed by airports on their gastronomic offering. The success of chefs such as Bruno Loubet at Gatwick Airport and Michael Voltaggio at Los Angeles International Airport demonstrates that before a flight people are still seeking a good sit-down meal, just as they would on a Saturday evening in their home city.

Bistrot has been offering authentic local cuisine across Europe since 2013: diners can sample fish straight from Lake Geneva at Bistrot Genève Aéroport, or traditional Dutch krentenbollen at Bistrot Centraal Utrecht. The recently opened Bistrot Fiorenzuola d'Arda represents the next step in Autogrill's gastronomic revolution. Sitting on the A1 motorway between the important culinary cities of Piacenza and Parma, Bistrot d'Arda is located in the first-ever bridge motorway diner, built in 1959 by Autogrill. The building was a symbol of gastronomic modernisation at the time and the new Bistrot continues its legacy of quality on-the-go food.

> TAKE LOOK <



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BISTROT DELIVERS REGIONAL FLAVOUR

Bistrot Fiorenzuola d'Arda



The 21st century has put the world within easy reach, and the delicacies from far-flung countries are now readily accessible. But, conversely, modern food culture is characterised by a demand for the local and authentic – a return to the roots. In response to this trend, Autogrill® created Bistrot: an innovative line of restaurants developed in collaboration with the University of Gastronomic Sciences at Pollenzo that offers quality, affordable food sustainably sourced from local businesses.

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Bistrot d'Arda is an authentic celebration of Italy's culinary culture and produce. Ingredients are sourced from reputable local businesses such as Cavalier Umberto Boschi, which has been producing salami in Parma since 1922. The dishes offered follow traditional Italian recipes, with some celebrating niche regional cuisine, are all prepared by trained staff – such as the chefs at Bistrot's Il Pastaio, who make fresh pasta using flours from the nearby town of Voghera. Many of the dishes offered are seasonal, as authentic food should be – which means that the menu is constantly updated and there is always something new to try.

> TAKE LOOK <



TRAVEL INDUSTRY TRENDS IN A FEW MINUTES

AUTHENTICITY

SEPTEMBER 2016 #01



Bistrot d'Arda respects both the suppliers and the life cycle of the products; the emphasis is on natural, wholesome food that champions local business and celebrates Italy's culture from south to north – from Neapolitan 'cuccuma' coffee to Emilian wines by 256-year-old Modenese winery Chiarli. A similar commitment extends to all Bistrot restaurants. So whether you're in Düsseldorf, Helsinki or Fiorenzuola d'Arda, you're sure to find authentic, locally sourced cuisine that pays tribute to its region.



With the collaboration of Monocle
monocle.com

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AUTHENTICITY

SEPTEMBER 2016 #01

BRITISH PRODUCE ON THE PLATE

The Gorgeous Kitchen

The Gorgeous Kitchen – operated by HMSHost International in Heathrow’s Terminal 2 – offers quick, top quality dishes to passengers in an inviting, contemporary space. It was opened in 2014 by Gee Charman (former chef at Kensington Palace who also worked under Simon Rimmer and Gordon Ramsay), Sophie Michell (former executive chef of Pont St at Belgraves hotel), Jo Pratt (best-selling author of *In the Mood for Food* and former food editor of *Elle* and *Glamour* magazine) and Caroline Artiss (YouTube chef and self-made ‘momtrepreneur’) after the four took the experience they had amassed from careers in the food industry to create a unique dining experience in the UK’s busiest airport.

The restaurant’s philosophy is to offer travellers quick, quality dishes whether they have three hours to kill or 25 minutes before their boarding gate closes. In the inviting dining room created by award-winning London design practice Blacksheep, copper lamps and elegant chairs create a contemporary feel imbued with the timeless allure of classic European cafés.



At the counter or in the banquette dining area, patrons can choose between a floor-to-ceiling view of the runway or a view of the open theatre kitchen, which turns out dishes such as pea and mint soup and pan-fried sea bass.

Designed with the time-pressed businessman or woman in mind as much as the holidaying family of four, The Gorgeous Kitchen provides a haven from the stress of travelling. An express menu that starts from 11:30pm offers those in a hurry two courses within a guaranteed 25 minutes while still showcasing some of the UK’s best ingredients. Those with even less time to spare can opt for fresh scones, cakes and pastries that are all baked on-site.



> TAKE LOOK <



TRAVEL INDUSTRY TRENDS IN A FEW MINUTES

AUTHENTICITY

SEPTEMBER 2016 #01



A long way from the airport food consumers could expect just a few years ago, many of The Gorgeous Kitchen's dishes make use of British products. From wines from Chapel Down Winery to breakfast sausages made by an artisan butcher in Melton Mowbray, The Gorgeous Kitchen capitalises on locally sourced produce to create dishes that celebrate the very best of British ingredients. With an all-day menu inspired by seasonal produce and light modern dishes such as Vietnamese chili beef salad and lemon tempura cod, [the restaurant earned the title of best airport restaurant in the world in 2015](#) – beating 35 others.

> TAKE LOOK <



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AUTHENTICITY

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AIRPORT RESTAURANT MONTH



It's not just world-renowned chefs that can whip up great cuisine. The talented people at Autogrill® and HMSHost are bringing delectable, authentic fare to people all around the world, whether you're in central Milan or about to take off from Toronto airport.

At Lorena Garcia Tapas at Atlanta Airport, Venezuelan-born Garcia serves tapas serves up quality Spanish cuisine using fresh ingredients; at Benjamin Luzuy's 'Le Chef' in Geneva airport you can sample a selection of locally sourced Alpine cheeses with warm bread baked freshly in-house;



or venture for some seafood, direct from the fishermen of Ontario, at Lynn Crawford's 'The Hearth' in Toronto Pearson airport.

Together they make up the wholesome offering at Autogrill® and HMSHost – the full span of which travellers will be able to enjoy across a range of locations during 'Airport Restaurant Month'.

Inspired by the 'restaurant week' that takes place in downtown cities across the US for one week, Autogrill® is introducing an expanded version of the

concept to its airport restaurants that will run for one month twice a year.

The aim of 'Airport Restaurant Month' is to offer travellers an authentic culinary experience at an affordable price – an initiative that was met with great success in the US when it was launched by Autogrill®'s North American subsidiary HMSHost.

Today, with the introduction of the idea in Europe, more than 90 restaurants across more than 50 airports on both sides of the Atlantic will be serving up multi-course meals at exceptional prices. Best of all, each restaurant will present a varied, locally sourced menu that's an authentic representation of its home city and country.

At Roma Fiumicino's Rosso Intenso travellers will be able to sample classic Italian dishes and wines. Belle & Belge – a cosy brasserie at Brussels Airport – will serve up traditional Belgian beer as well as beloved Belgian staple moules frites. Meanwhile in Zürich Flughafen's Chalet Suisse you'll find quintessential Swiss fare.



Uniting these restaurants, the special Airport Restaurant Month menus are based on culinary discovery and introducing travellers to authentic, quality food from each country – whether that's pasta all'amatriciana in Rome or Zürcher Geschnetzeltes in Zürich.

> TAKE LOOK <



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AUTHENTICITY

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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.”



> TAKE LOOK <



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AUTHENTICITY

SEPTEMBER 2016 #01

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.

> TAKE LOOK <



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AUTHENTICITY

SEPTEMBER 2016 #01

- 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.