



Comunicato stampa



PROUD SPONSOR
OF THE 2017
JAMES BEARD
AWARDS

Autogrill Group wins 7 prizes at the 2017 FAB Awards

Autogrill is once again amongst the companies acclaimed at the FAB Awards (Food&Beverage Awards), the international airport foodservice event organized by the magazine "The Moodie Report" and held in Toronto this year.

During the ceremony on Thursday 22 June, the Group picked up 3 awards in the following categories:

- *La Spirito de Vojado - The spirit of travel*, for its Creative Carbohydrates initiative;
- *Wow Factor 2017*, with its Pier Zero, Helsinki Airport;
- *Airport Coffee Non-Alcoholic Beverage Shop of the year*, with its Starbucks at Los Angeles Airport (T6)

Autogrill also won a European prize in the "Food&Beverage marketing & promotions campaign of the year" category for its digital strategy in support of the Bistrot concept: a "glocal" approach campaign that integrated global aspects with local content by leveraging the concept's unique characteristics and adapting the storytelling to the peculiarities of the various social channels. A special mention also went to the *Exki Takeaway* concept at Brussels Airport in the Food to Go' Offer of the Year category.

Amongst the other successes, HMSHost won another three regional prizes in the following categories:

- *Airport Upscale Dining Restaurant of the Year*, with its *Crystal Jade*, Beijing Capital International Airport;
- *New Food & Beverage Concept of the Year*, with its *Book & Bourbon*, Louisville International Airport
- *Airport Food & Beverage Offer Best Reflecting 'Sense of Place'*, for its *Book & Bourbon*, Louisville International Airport

"Innovation is in Autogrill Group's DNA, it's what guides us in designing new concepts and implementing processes and services that are increasingly efficient and in line with customers' and partners' needs," said Autogrill Group Chief Marketing Officer Ezio Balarini. "This is why we're happy to be on the stage again at the FAB Awards, to collect these prestigious prizes that confirm we are going in the right direction and spur us to continue with the enthusiasm and passion that have always been our hallmarks."



Comunicato stampa



PROUD SPONSOR
OF THE 2017
JAMES BEARD
AWARDS

Prizes in 2017

CATEGORY: LA SPIRITO DE VOJAGADO

Autogrill won in the 'LA SPIRITO DE VOJAGADO' category thanks to the innovative approach of **CREATIVE CARBOHYDRATES**, a new approach to food, in fact, with tasty products but quality and above all balanced in nutritional terms, thanks to the guidelines developed in collaboration with renowned Italian angiologist Dr. Mauro Mariani. Adopting this approach, the chefs at Autogrill's Spazio Fucina and Dr. Mariani developed three new carbohydrate-based recipes for the innovative BISTROT concept, for travellers' lunches.

The initiative was designed to offer a meal satisfying the tastes of increasingly demanding travellers capable of making well-informed food choices. Diet is a key factor for our wellbeing at all times of the day, also when we're travelling, which requires a lot of energy.

CATEGORY: 'WOW' FACTOR 2017

HMSHost won 1st prize in the "WOW FACTOR 2017" category with **Pier Zero**, an iconic concept at Helsinki Airport (a masterpiece of avant-garde architecture), which combines an excellent culinary offering with high quality services. Thanks to the splendid view of the apron, Pier Zero is the ideal location for passengers to pass the time waiting for their flights whilst enjoying a sophisticated menu – exalting local flavours revisited in a modern key - and all the comforts of the refined dining room and fashionable bar.

CATEGORY: AIRPORT COFFEE, NON-ALCOHOLIC BEVERAGE SHOP OF THE YEAR

HMSHost also won in the "Airport Coffee Non Alcoholic Beverage Shop of the Year" category with its **Starbucks at Los Angeles International Airport (Terminal 6)**.

The partnership between HMSHost North America and Starbucks Coffee Company began in 1991 and has expanded over the years, bringing access to the Starbucks Experience to the world's most popular travel venues. In Terminal 6 at Los Angeles International Airport, travellers can explore something new and experience the Starbucks® Reserve selection with coffees sourced from some of the most hard-to-find beans in the world. A wider range of travelling customers, not just coffee drinkers' demands are met here as well, with an expanded menu including an assortment of food offerings from freshly baked breakfast items to small plate menu items like cheese plates, Spicy Thai Bowtie Pasta Salad, and the Chickpea Bean Salad.