

## **PRESS RELEASE**

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# **backWERK**

## **HMSHost International partners with BackWerk; announces plan to replace Broodzaak stores across the Dutch Railways**

Schiphol, 10 June 2021 – HMSHost International, global market leader in the food and hospitality industry for people on the move, welcomes the fast-growing food service format BackWerk as franchiser to their concept portfolio. The BackWerk brand will bring its freshly prepared products to travellers at competitive prices across Dutch Railways stations this year. The intention is to convert Broodzaak stores to the proven BackWerk formula. The first location will open in July 2021 at Utrecht Central Station, followed by Rotterdam Central Station and Station Amsterdam Bijlmer ArenA later this year.

BackWerk is to bring Dutch Railways travellers its unique blend of convenient self-service, freshly prepared products at competitive prices. Each BackWerk store will feature clear open shopfronts and kitchen, a modern yet cosy setting with an emphasis on emulating the bakery-café feel in a convenience format. Rail travellers can expect a wide range of locally prepared on-the-go products: from freshly made juices and smoothies, through to hot sandwiches as well as pretzels and pastries to accompany a cup of Fairtrade coffee.

With 350 stores across The Netherlands, Germany, Austria and Switzerland, BackWerk is a well-established food service brand owned by the Swiss foodvenience provider Valora Group, positioning the BackWerk concept as a proven replacement for the Broodzaak brand. The partnership with HMSHost International will see the expansion of BackWerk's footprint to around 45 stores nationally.

"We're delighted to announce this new addition to our concept portfolio, and to work together with a proven and successful brand in BackWerk. A by-product of the changed food service and transport landscapes is a challenging environment for the testing and development of a new brand. With BackWerk's blend of well-priced fresh products in a bakery-café setting, and proven relevance in the high traffic sector, we are confident that this next chapter of our partnership with the Dutch Railways will take the food and beverage offering to new levels as we continue to inspire rail travellers." says Sytze van der Aa, Regional Managing Director Europe, HMSHost International.

Dick de Vilder, Managing Director at BackWerk Netherlands says: "We are honoured to welcome HMSHost International as new and relevant franchise partner. The partnership allows us to expand our successful concept to the very best high traffic locations throughout the country. We will be there where people are on the move. The BackWerk concept is a perfect fit for Dutch Railways stations and travellers."

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## Images:

Images are available [at this link here](#).

## About BackWerk:

BackWerk is today the largest food service bakery in Germany with modern and varied snack and catering offers. BackWerk is based on a partnership franchise model with more than 220 franchisees and around 350 stores in Germany, Austria, Switzerland and the Netherlands. The first BackWerk store in The Netherlands opened in 2009. Currently, there are over 30 locations throughout the country. BackWerk is part of the Food Service division of Valora Group. The foodvenience provider brightens up its customers' journey with eleven sales formats and a network of about 2,700 sales outlets at highly frequented locations. It is also one of the world's leading producers of pretzels. Valora Group's registered office is in Muttenz, Switzerland.

More information is available at [www.back-werk.nl](http://www.back-werk.nl) and [www.valora.com](http://www.valora.com).

## About HMSHost International:

HMSHost is a world leader in creating dining experiences for travel venues, operating international and proprietary brands in more than 120 airports around the globe. Through its HMSHost International division, the company has F&B operations at 43 airports and 35 train stations in Europe, the Middle East, Asia and the Pacific. HMSHost Nederland operates around 150 stores across Amsterdam Airport Schiphol, Rotterdam The Hague Airport, Utrecht's Hoog Catharijne, Designer Outlet Roermond, Amsterdam The Style Outlet and around 30 NS railway stations.

HMSHost is part of Autogrill Group – the world's leading provider of food & beverage services for people on the move.

Visit [www.hmshost.international](http://www.hmshost.international) for more information and connect with HMSHost International on LinkedIn

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