

# **PRESS RELEASE**

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## **HMSHost International brings Copenhagen Coffee Lab and SMAG to Copenhagen Airport, Denmark.**

**Copenhagen, 31 May 2022 – HMSHost International, global market leader in the hospitality industry for people on the move, has strengthened their position in the Nordics and reinforced their reputation as finding the right brands for the specific needs of the travellers. Securing contracts for three stores at Denmark’s Copenhagen Airport, with total contracts valued at more than €35 million over 6.5 years, HMSHost International is seizing the opportunity to bring in two new and exciting brands for travellers. As of last week, iconic Danish brand SMAG opened their first store in an airport, while emerging Nordic brand Copenhagen Coffee Lab will grow their position in Denmark with the addition of two stores in the airport in June, both positioning Copenhagen Airport as a place travellers want to be.**

### Brand savant

Sourcing great local brands with travel appeal played a key part of the redevelopment of HMSHost’s offering, with securing extensions for two stores and winning a contract for a new store, at Denmark’s Copenhagen Airport. Observing the growth and development of local Nordic brands since beginning Danish operations back in 2007, HMSHost readily identified brands holding potential for an airport setting.

Sytze van der Aa, HMSHost International’s Regional Managing Director Europe says; “We work with brands all over the world, from global household names through to our own bespoke concepts. What gets us really excited is translating local iconic brands into high traffic heroes. These deliver such a strong sense of place to our guests as they travel abroad or return home. We’re thrilled to be bringing SMAG and Copenhagen Coffee Lab to Copenhagen Airport as we continue to work together, strengthening the food & beverage offering at the airport and creating places to be.”

### Leading the pack

Danish brand SMAG has been translated to the high traffic environment, preserving its healthy downtown image while kicking up a gear for airport service. This is the first time the brand enters airports. Travellers can expect to see a healthy twist on fast food

service, from their beef and quinoa meatball sandwich with beetroot hummus, feta, mushrooms and cabbage, and their salmon rye sandwich with pea puree, Chinese radish and cabbage, through to their cherry tomato salad with nectarines, mozzarella, spinach and green pesto to name a few.

Local Copenhagen, Denmark-based coffee roastery, café and bakery chain, Copenhagen Coffee Lab, returns home, so to speak, opening their first store in the city and land of their namesake. Popular all over Europe, the brand is set to delight travellers with breakfast ready cinnamon roll, satisfying sourdough sandwiches and divine brownies, amongst other delicious menu choices, from two locations at the airport.

Michael Clausen, Copenhagen Airport's Director Airport Sales says, "The strategic partnership with HMSHost is important to us at Copenhagen Airport, as we always strive to bring innovative offerings to our customers. We aim to meet the demands of our customers in the best way and thus for us to be able to provide the highest level of healthy convenience food and beverages is key. We are happy to introduce SMAG and Copenhagen Coffee Lab who are both local Danish signature brands that matches our Local Hero mindset."

The extensions and new contract win expand the total footprint in Denmark to five stores, strengthening the partnership with Copenhagen Airport and boosting HMSHost International's presence in the Nordics.

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**Pictures are available for download** at this link: <https://bit.ly/3MUMo5u>

### **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, 35 train stations and 7 shopping malls in Europe, the Middle East, and Asia Pacific. HMSHost is part of Autogrill Group – the world's leading provider of food & beverage services for people on the move.

HMSHost Denmark began operating in 2007, with solid performers Burger King and Murphy's Pub at the Copenhagen Airport. As part of the Nordic presence of HMSHost International, HMSHost Denmark plays an important role in their vision to grow the region, where the company will build on their already strong presence across Sweden, Finland and Norway.

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

### **About Copenhagen Airport:**

Copenhagen Airport, Kastrup was founded in 1925 and is today one of the oldest airports in Europe. The airport located in Tårnby Municipality serves Copenhagen, Sjælland, the Øresund region and large parts of southern Sweden. From Copenhagen Airport 125 destinations Worldwide can be experienced where among others SAS uses Copenhagen Airport as its primary airport for international traffic. With 13,000 employees the airport is one of Denmark's largest workplaces with more than 1,700 employees at Copenhagen Airports A/S while the rest are employed in other of the approx. 1,000 companies that do business at the airport. In 2022 Copenhagen Airport has implemented a Local Hero strategy with the desire to be a leader in local products and restaurant experiences.

### **Contact:**

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