

Paradies Lagardère TRAVEL RETAIL

DINING DIVISION

Crafting first-class guest experiences



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The Paradies Lagardère Dining Division is a true restaurateur. We are passionate about connecting with each of our guests on multiple levels. From an inspiring restaurant design or live entertainment that captures a traveler’s attention, to the top-notch quality of our culinary offerings and the exceptional hospitality delivered by our teams, we focus on more than just restaurant operations. We specialize in experiences.

The experiences we craft and share with our guests are grounded and developed from our brand promise, which focuses on:

BRANDS. PEOPLE. INNOVATION.

Our thirst for superior execution in each of these areas feeds an entrepreneurial spirit and culture, giving us the freedom and creativity to live our organization's mission every day.

Our Mission Statement

TO MAINTAIN **FIRST CLASS STANDARDS** THAT **EXCEED** THE EXPECTATIONS OF THE CUSTOMERS AND BUSINESS PARTNERS **WE SERVE.**

Regynald Washington
President, Dining Division



2019 Gold Plate Award Winner
– International Foodservice Manufacturers Association



The industry's trusted restaurateur

An effective and passionate entrepreneurial company with a team of dedicated innovators and industry leaders, we bring the best brands, operations, and guest service to our airport partners. Each location is developed with great attention to detail and executed with a superior level of professionalism. Our focus has elevated us to one of the leading airport restaurateurs in North America.



Full-Service restaurants

Quick-Service restaurants

Coffee houses

Wine / Bars



Our operations continue to grow as we now serve in 42 airports with over 99 concepts and brands, including the popular and award-winning Vino Volo, that address all categories.

Airports

Concepts
& Brands

Locations

Sales in 2019

42

99+

170

\$386 million

OUR BRANDS

Undeniable Brand Integrity

The depth and diversity of our brand portfolio has long been our strength as we deliver best-in-class local, regional and national brands to our airport partners and guests. We execute and represent these brands as well as they represent themselves, maintaining impeccable brand integrity and feeding our reputation for the leading restaurant brand operator in our market.



catcora's
TAP ROOM

freshens

long beach MARCHÉ

SHIN
SEI

tropical
SMOOTHIE CAFE

Abica
COFFEE

U
FOOD
GRILL

The Coffee Bean
& Tea Leaf

Arby's

nature's
table

WOW
BAO

ATWATER BREWERY
BORN IN DETROIT. RAISED EVERYWHERE

Zingerman's
COFFEE
COMPANY

Red circular logo with a stylized 'S' or 'D' shape.

GREAT! WRAPS

Zingerman's
DELICATESSEN

LOUISIANA
KITCHEN
POPEYES

Caribou
COFFEE

LowCountry
RESTAURANTS
New Southern Cuisine

Varasano's
pizzeria

4th Street Vine

Salvation
Pizza

WHATABURGER

villa

pinkberry

CINNABON

Auntie Anne's

PEI WEI
ASIAN DINER

plum
market

B
BREWED
EAT. DRINK. GATHER.
FORT WORTH DALLAS

VINO VOLO
Discover great wines
A PARADISE LAGARDÈRE COMPANY

Starbucks logo.

BRECKENRIDGE BREWERY
BB
FINE COLORADO ALES

LUKE'S

LIMON
ROTISSERIE

BOURBON PUB

PANDA EXPRESS
CHINESE KITCHEN

fuku

THE PLANT
CAFE ORGANIC

BLUESTONE LANE

ARKANSAS BORN AND BREWED
CORE
BREWING CO.

QDOBA
MEXICAN EATS

DUNKIN'
DONUTS

POTBELLY
SANDWICH SHOP

MADgreens
Eat Better

MOD

Chick-fil-A

HICKORY

SECOND
BAR + KITCHEN
ABIA

LONGHORN
STEAKHOUSE

illy

P.F. CHANG'S

AIR
MARGARTAVILLE

LAVAZZA

GAB

catcora's
KITCHEN

Bar Louie

BIG BOWL
FRESH CHINESE AND THAI

SINCE 1956
Jersey Mike's
SUBS

Boar's Head Café

BAR SYMON
kitchen * taphouse

Wendy's

National Brands

We execute brands, we do not recreate, as we strive to exceed the high standards of our partners. From Chick-fil-A and illy caffè to P.F. Chang's and Gordon Biersch, our guests appreciate and savor the seamless experience of their favorite brands. And we are excited to welcome Starbucks to our brand portfolio in 2020.



Local/Regional Brands

Knowing a strong local flavor is key to our airport partners and to engaging guests, we excel at partnering with and delivering the very best home-grown restaurants in each community. From Dallas-area icon Shinsei at DFW to the collection of local partners at the award-winning Long Beach Marche, we redefine 'sense of place.'



Celebrity Chefs

Our top-rated reputation, established from our consistent execution and performance, has built a trusted relationship with some of the best celebrity chefs in the culinary scene. Beyond just their restaurants, they trust us with their own personal brand, image and reputation.



Chef Cat Cora



Cat Cora's Taproom, DTW



Chef Michael Symon

"Doing this project with Paradies Lagardère is exciting - we prepare and cook all our food from scratch, as we do in our signature restaurants. People can come in, relax, spend a little extra time and know they are getting a delicious, quality meal from us."

Chef Michael Symon



Chef Michael Mina



Chef G. Garvin



Low Country New Southern Cuisine, ATL

VINO VOLO

Discover great wines

A PARADIES LAGARDÈRE COMPANY

One of the most successful brands in the airport market today, Vino Volo is the leader in its concept category with a collection of top wines, carefully developed and knowledgeable staff and store designs that relate to guests' interests. Furthermore, Vino Volo can offer airports its new Market concept as well as fresh offerings focusing on local craft beer.



OUR PEOPLE

We are self-proclaimed “maniacs” about being a great restaurateur

What does that mean? Simple. We are fanatical about all aspects of what we do. We develop a culture of fun, passion, entrepreneurship and recognition, provide the tools and motivation to our teams, and execute beyond expectations to deliver top-notch guest experiences.



Culinary Creativity and Quality

We maintain a relentless focus on menu development, creativity, and overall quality. Whether working with our chef and brand partners or developing proprietary menus, we know the center point of any dining experience starts with the food and we exceed expectations with creativity, fresh ingredients and flawless execution.



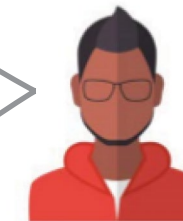
Hospitality

Led by Dining Division President Regynald Washington, a former Vice President of Worldwide Food & Beverage with Walt Disney, we inspire each of our staff to “own” the guest experience and exceed the expectations of our customers with training and recognition programs to reward first-class service.

Crazy Good Feedback from Our Happy Guests

ATL Hartsfield Jackson Airport

Just a note of praise for the recent service at your restaurant. The service and personnel (Michael, David and Kaylan) here were great! Very personable, prompt and seemed like a team that enjoyed their work.



Atlanta Hawks Bar and Grill – Quality Service!

There have been many occasions when they were packed and they still made room for me, always helpful, courteous prompt service, the food is always outstanding!



Operational Excellence

We empower our employees by training them on one specific brand at a time. By not moving between locations, our teams master brand quality. Annual bonuses based on a location's performance motivate our managers to operate their business as if it were their own, a standard that benefits both guest and airport.



OUR INNOVATION

Elevating the Guest Experience

Adding to attractive restaurant designs, award-winning culinary offerings and industry-leading hospitality, our Dining Division's customer-centricity offers innovative techniques in three key areas of the guest engagement – **Experiential**, **Functional**, **Transactional** – to deliver a truly valued dining experience.

Experiential:

We strive to offer our guests something unique in an airport setting. Our fire pit lounge in 4th Street Vine with weekly live jazz surprises and delights travelers, as does our ambassadors program and piano installations in our food courts. The innovative execution of an on-site, wood-fired meat smoker within our Hickory restaurant at DFW attracts passengers with authentic aromas, undeniable Texas flavors and a unique and relaxing atmosphere.

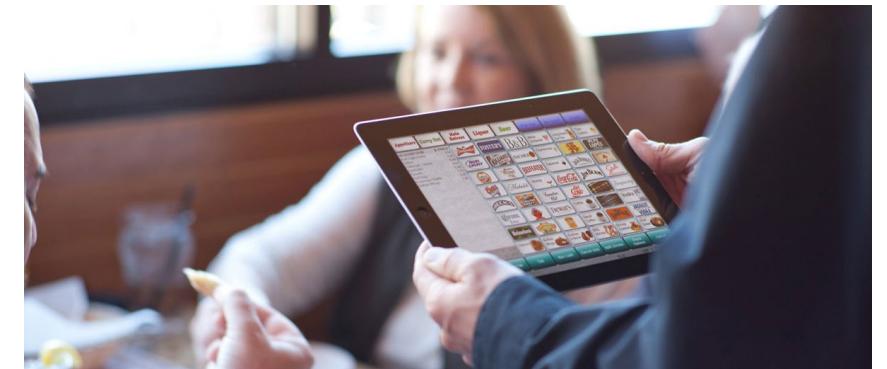


Functional:

Traveling can be stressful so we utilize and create tools to help you focus on your meal, the atmosphere and our service. We use our technology to monitor speed of service, staff positioning and equipment and can then react in real time to maximize the efficiency of a guest's interaction.

In many of our restaurants we offer tablet technology for ordering, checking out or paying your bill.

Rewarding customers in a meaningful way is a key factor in pleasing guests. Vino Volo's Customer Loyalty app is a popular and user-friendly way for fans of the brand to earn members-only prices for tastings, unique gifts or discounts.



Transactional:

We make the dining experience easy, fun and convenient by offering innovative, customer-focused measures.

Our server pager technology allows guests to quickly page a server for an extra drink, ask a question to or to get the bill. Guest texting is also available, allowing our restaurants to let travelers know when their table is ready.

Don't have a lot of time? We offer mobile POS service in designated restaurants to give guests their desired meal without the wait.

Additionally, we offer multiple Fast Pay options, including Apple Pay, Samsung Pay and Android Pay, and we're positioned to accept Alipay and WeChat Pay soon.



AWARDS



- ▶ Best Chef-Driven, Local or Regional Restaurant – Bar Symon, PIT
- ▶ Best F&B Brand Operator, Small Division – 2-time recipient
- ▶ Best Customer Service, F&B
Vino Volo, 10+ time recipient
- ▶ Best Overall Operator, F&B
Vino Volo
- ▶ Airport Bar of the Year – Vino Volo



- ▶ Best Airport for Dining – Long Beach Airport, 2-time recipient
- ▶ Best Airport Bar/Restaurant Wait Staff – Bar Symon, PIT



- ▶ Best New F&B QSR Concept – Limón Rotisserie, SFO
- ▶ Best New Consumer Service Concept – Restaurant Server Pager Technology
- ▶ Best New F&B QSR Concept
Wow Bao, DCA
- ▶ Best New National Brand Concept, Dining – P.F. Chang's, DTW



- ▶ Strategic Partner Award
2-time recipient
- ▶ Innovation and Inclusion Award



- ▶ Regional Airport Casual Dining Restaurant of the Year for the Americas – Shinsei, DFW



Locations

ATL	MKE
AUS	MSP
AVL	MSY
BNA	OAK
BOS	PDX
BWI	PHL
CLE	PIT
CMH	RNO
CVG	SAT
DCA	SFO
DEN	SLC
DFW	SMF
DTW	SNA
EWR	STL
IAD	TPA
IAH	XNA
JAX	YHZ
JFK	YUL
LAX	YVR
LGB	YYC
MCO	YYZ

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TRAVEL RETAIL
DINING DIVISION

42 Airports
99+ Brands/Concepts
170+ Locations

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TRAVEL RETAIL

DINING DIVISION

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