

FEBRUARY 7, 2020

Paradies Lagardère and Starbucks Enter Partnership to Introduce a Re-imagined Customer Experience in Airports Across the Country

Starbucks brings the world's top airport food and beverage brand to the company's best-in-class portfolio

ATLANTA – Paradies Lagardère, a leading North American travel retailer and restaurateur, is pleased to announce it has entered into a license agreement with Starbucks, passionate purveyors of world-class coffee and beverages, to develop and operate stand-alone Starbucks stores in U.S. airports.

This marks the first time the brand will be available from multiple licensees since the very first airport Starbucks opened in Seattle 29 years ago.

Quotes:

“We’re extremely pleased with this new opportunity to work with Starbucks. There’s no doubt that this is a historical moment in our industry and the addition of Starbucks to our brand arsenal aligns perfectly with the growth strategy of our Dining Division,” said **Gregg Paradies, president and CEO, Paradies Lagardère.**

Regynald Washington, president, Paradies Lagardère Dining Division said, “The trust Starbucks demonstrates toward our team with this agreement is a clear testament to our relentless focus on the customer experience. I like to say we’re ‘maniacs’ about guest hospitality and brand integrity. I truly mean this, and that’s why the world’s top brands trust us.”

“We know customers demand retailers innovate and work to meet their needs. Our partnership with Paradies Lagardère will allow us to expand our footprint and reach more customers across U.S. airports. We will also bring new innovations to the market and elevate the overall Starbucks Experience for partners and customers. This includes new store concepts and digital capabilities that meet our customers where they are in their particular travel journey,” said **Henry Klein, Starbucks senior national account executive, travel.**

Additional details:

The Paradies Lagardère Dining Division is a true restaurateur. We are passionate about connecting with each of our guests on multiple levels by focusing on brands, people and innovation.

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Our thirst for superior execution and laser focus on best practices in each of these areas feeds an entrepreneurial spirit and culture, giving us the freedom and creativity to live our organization's mission each day: to maintain first-class standards that exceed the expectations of the customers and business partners we serve. We also execute and represent best-in-class local, regional, national and international brands like Starbucks to our airport partners and guests like no other concessionaire. We maintain impeccable brand integrity and hold an unparalleled reputation as the leading restaurant brand operator in the industry.

About Paradies Lagardère

Paradies Lagardère specializes in three key airport concessions areas: Food and Beverage, Travel Essentials and Specialty Retail. Within Travel Essentials and Specialty Retail, we offer a diverse mix of categories including fashion, luxury, electronics, convenience, sports, luggage, jewelry, and souvenirs. Paradies Lagardère also delivers high-end restaurants, quick-serve and casual restaurants, and quality bars, including local, national and international brands that provide travelers delicious dining options. For more information, visit www.paradieslagardere.com, and find us on [Facebook](#), [Twitter](#), [Instagram](#) and [Linked In](#).

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