

December 08

SSP and WHSmith open first of five news shops at Copenhagen

The first WHSmith store at Copenhagen Airport is now open. The store, which is operated by WHSmith and managed by SSP, is the largest of five scheduled to open by the beginning of 2009. Located in Pier B, it measures 400 square metres.

With the arrival of WHSmith at Copenhagen Airport, the range of book titles offered has increased to approximately 1,200 Danish titles and 2,500 English titles. A wide range of Danish, Scandinavian and international magazines and newspapers, (including 45 foreign newspapers and 150 UK magazines), is also available at the outlets. Two out of the five news shops are located before the centralised security checkpoint, whilst the other three are located in Piers A, B and D, respectively. The five stores have a total floor space of 700 square metres.

The news outlets at Copenhagen Airport each have some 4,000 visitors per day, making them the most popular stores at the airport. Copenhagen Airport Commercial Director, Henrik Busch, said: 'WHSmith is an international, professional operator with many years of experience, including operating news outlets at airports and railway stations,' he said. 'The combination of WHSmith's international concept and SSP as the local manager gives us a player with very good skills at operating news outlets. This means that travellers will have a wider range of products to choose from and more efficient operations.'

Simon Smith, Chief Operating Officer at WHSmith Travel said: 'WHSmith is delighted to open its first travel outlet in Copenhagen in partnership with SSP. Both teams believe the combination of WHSmith's international expertise and SSP's local knowledge will deliver an innovative and exciting new proposition for all our customers.'

Michael Grann, Managing Director of SSP Denmark shares this optimism about the new venture. He said the introduction of the WHSmith brand brings something new and fresh to the airport and it would be welcomed by passengers. 'I am delighted that SSP has been able to work with such a prestigious and well-known international brand, and bring it to Copenhagen Airport, where SSP has a long-standing presence. Our experience and expertise means that we're well placed to deliver the brand to the highest possible standards. We're very pleased to bring this award-winning name to an airport that has more than once been voted the best in the world.'

SSP Denmark has operated in the Danish market since 1961 and is the leading food service provider in Denmark. SSP been present in Copenhagen Airport for 30 years.

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Editor's notes:**About WHSmith:**

WHSmith was founded in 1792 and is one of the leading news retailers in the world.

About SSP:

SSP, the Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in more than 130 airports and 300 railway stations in 31 countries. Its unparalleled portfolio of international, national, local, specialty and new breakthrough food and beverage brands includes Starbucks, Caffè Ritazza, Burger King, M&S Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut, Upper Crust and Le Train Bleu. SSP has operations in airports, railway stations, motorway service areas, retail and leisure parks and conference centres.

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