



## PRESS RELEASE

### **Chef Express opens new Juice Bar at Milan Bergamo Airport** *The brand has been completely renewed and the offering expanded, to also include the Pokè bowl*

Orio al Serio (BG), 20 December 2019 - Brand restyling, a new architectural layout and an expanded offering: Chef Express has opened a completely renovated Juice Bar at Milan Bergamo Airport, in the "airside" area (after the security checks), on the first floor.

**Juice Bar** is a fast, contemporary, young and dynamic **healthy food outlet**, characterised by the concept of ready-to-go freshness - *Just Fresh* - to be consumed at the store or *grab&go*. Chef Express acquired it in 2017 **to develop it in the station and airport channels**. The outlet aims to satisfy a wide range of consumers who are constantly in search of the main trends. Alongside the traditional coffee shop offering is a current and cosmopolitan menu with a focus on products that enhance the natural and artisan qualities of the raw ingredients.

The *rebranding* of the Juice Bar logo has aimed to create a space where different modules come together, represented by the various product offerings, thus becoming adaptable to specific locations, while maintaining the drop-shaped symbol, which has been revised with a more minimalist and geometric appearance.

There is also a new product in the offering: Juice Bar has introduced the Pokè bowls for the first time, the Hawaiian recipe that has redefined the concept of combining rice and raw fish in a balanced dish, becoming a real alternative to sushi.

Chef Express currently manages 26 Juice Bars in stations, airports and motorway service areas.

**Chef Express**, a subsidiary of the Cremonini Group, achieved total consolidated revenues of 626.3 million euros in 2018, of which over 75% derived from concession stands (stations, airports and motorways in Italy, and on-board trains abroad). In the concession catering sector, Chef Express is the leader in Italy in the station buffet market, with 74 points of sale in 46 railway stations, it is also present in the airport catering sector, with 58 stores in 12 Italian airports, and manages 51 refreshment areas on the Italian motorway network and on major roads. In the on-board train catering market, Chef Express is the leader in Europe with over 200 trains served daily in 5 European countries and in Turkey. Finally, in commercial catering, it controls the Roadhouse Restaurant brand steakhouse chain (150 in Italy), and the English Bagel Factory chain. In urban and shopping centres, malls and outlets, Chef Express works with the subsidiary C&P, recently created from an agreement with the Percassi Group, thanks to which it acquired the license of the brands Casa Maioli, Caio Antica Pizzeria Romana and Wagamama. Overall, Chef Express has a high offering of catering services able to meet the multiple needs of the thousands of consumers who travel across Europe every day, using both their own brands, such as Chef Express, Mokà, Mr. Panino, Gourmé, Gusto Ristorante, Ingredienti, Bagel Factory and Juice Bar, as well as licensed brands, such as McDonald's, Rosso Sapore and CioccolatItaliani.



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