



Press release

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“People on the move” bucks trend on the Italian market: rising consumer sales on motorways, in airports and railway stations

Strong summer for Autogrill Italia concession channels: August sales improve 4.8% from previous year

Milan, 14th October 2002 - It has been a successful summer for Autogrill Italia, whose “concession” channels have closed the season with a rising sales trend that is continuing in the first weeks of October. Sales by Autogrill’s concession channels improved 2.6% from last year. The more than 350 travel plazas on Italian motorways reported an aggregate increase of 2.6% in net sales, set against a largely stable market scenario for the food industry as a whole.

Autogrill’s railway station channel also turned in an impressive performance with a sharp acceleration in sales, which rose 21.3% in June, 31.0% in July, 34.9% in August and 39.3% in September. In the airport channel, the upturn began in August, with a recovery in sales (up 1.3% on 2001) after a period in which performance slowed compared with the previous year. The September figure (up 2.8%) should be read in connection with the impact in 2001 of the tragic events of 11 September; nevertheless, it confirms a trend that had already emerged the previous month.

In August and September, sales for the entire Autogrill concessions network rose by 4.8% and 7.7% respectively.

Analysis of performance by type of location seems to suggest a growing propensity among Italians to eat out in quick-service venues. Sales of pizza (Spizzico) and hamburgers (Burger King) compared to the year-earlier months rose respectively by 27.0% and 22.5% in August and 27.5% and 18.1% in September. Autogrill bars also reported stronger performance (up 1.5% in August and 5.9% in September).