



Press release

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www.autogrill.com

Two million meals served and annual revenues of over 10 million euros

Autogrill opens Europe's biggest food court at the Carrousel du Louvre

Paris, 16th December 2009 – Autogrill today opened the "Restaurants du Monde", the biggest food court in France, in the world's most visited museum, the Louvre, in Paris. The food & beverage facilities on the first floor of the Carrousel du Louvre, with a view of the inverted pyramid, include seven restaurants and three coffee shops (covering 1,800 m²) operated directly by Autogrill France and employing around 200 people.

Seating 700, offering 400 exclusive recipes from the world's culinary heritage and serving two million meals a year, "Restaurants du Monde" is expected to generate over ten million euros a year.

The Court's culinary offering caters to the most diverse tastes – French, Italian, Spanish, Mediterranean, Asiatic and American, and not only – meeting the needs of both cosmopolitan tourist and local Parisian clientele.

This offering by Autogrill France is backed up by all the know-how of the world's leading provider of traveller services, active in 43 countries, and its capacity to meet the ever changing needs of transport infrastructure and services, as well as those of major international museums, with a multi-brand approach deploying both house and license brands.

Design priorities included floor plans, ambience atmosphere and décor. Hence the choice of the international firm of architects Chapman Taylor for the rebuilding work started in 2007 after Autogrill won the contract to provide f&b services for the Parisian museum's shopping centre.

The project is part of Autogrill's development of new business in cultural and other high prestige locations, such as the archaeological sites at Pompei, the Triennale in Milan, the Museo del Cinema in Turin, the Jardins de Versailles, the Palacio Real in Madrid and the Empire State Building in New York.

"Italy," said **Francesco Maria Giro**, Undersecretary for Culture, "is pursuing an ambitious and wide-reaching strategy to upgrade its museums and archaeological sites. The international projects promoted by Autogrill are contributing to the implementation of our programme. Culture and quality of life," continued Giro, "go together and this phenomenon is attracting people to places of interest and beauty that are increasingly sensitive to the various needs of their visitors".



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“France is where Autogrill’s international expansion started around 15 years ago,” said Autogrill chairman **Gilberto Benetton**, “and it was here in Paris, in Boulevard St. Germain, that Benetton opened its first point of sale outside Italy, exactly 40 years ago. Being at the Louvre is a truly great honour and an achievement we have been working towards for years, by building an enterprise capable of understanding and satisfying the tastes and customs of consumers across all continents”.

“I am happy to participate in the opening of this ambitious and innovative concept addressing the culinary traditions and needs of our country” said **Hervé Novelli**, Secretary of State for Trade, Crafts, SME, Tourism, Services and Consumers. “As Minister of Enterprise, I welcome this bold entrepreneurial project and its numerous partners. And as Minister of Tourism, I am delighted to see the appearance of a new centre of activity that will boost the appeal of the site and its business with new services and a new offering for our foreign visitors”.

Photos of the event can be downloaded from <http://www.flickr.com/photos/inaugurationautogrill/> from 5 pm (Italian time) onwards.

For further information:

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Le Carrousel du Louvre

In the centre of Paris, with direct access from the Museum, the Carrousel du Louvre is a unique fusion of culture, tourism, history and shopping. It's frequented by a multicultural Parisian clientele and tourists from all over the world. Adjacent to the Museum, the shopping centre has over 50 stores – including Apple, Virgin Megastore, Sephora, Loisirs & Création, Nature & Découverte, L'Occitane, Esprit and Swarovski – and sees over nine million visitors a year.

www.carrouseldulouvre.com

Autogrill Group

Autogrill is the world's leading provider of f&b and retail services for travellers. With sales of around 5.8 billion euros in 2008, it operates in 43 countries with over 70,000 employees in over 5,500 points of sale in more than 1,200 locations. Food & Beverage, Travel Retail & Duty-Free and In-Flight are the Group's three businesses, and airports and motorways are its main business channels, though it also operates in railway stations and prestige locations in shopping centres, trade fairs, museums and high streets. Its portfolio of over 350 international and local brands, managed directly or under license, and the complementary nature of its f&b and retail services enable Autogrill to address customers and landlords as a global supplier of services for travellers. Listed on the Milan stock exchange, Autogrill is indirectly controlled by Edizione S.r.l. (Benetton family financial holding) with 59.3% of the share capital.

www.autogrill.com

Autogrill in France

For Autogrill's food&beverage business, France is the second most important country in Europe in terms of sales (€239.2m in 2008) after Italy. The company provides f&b services in over 500 points of sale in over 100 locations, mainly along motorways and in railway stations, as well as in airports and the Carrousel du Louvre. It has 3,500 employees.

www.autogrill.fr