



Bistrot: international acclaim and growth for a sustainable and quality restaurant

Bistrot, the innovative concept developed by Autogrill in partnership with UNISG, offers sustainable and quality food on the move and immediately met with remarkable success among consumers. In the light of this positive acclaim Autogrill has launched a development and growth plan for Bistrot with new outlets opening in Italy and abroad.

In Italy, after the opening of the first **Bistrot Milano Centrale** in 2013, other points of sale followed, namely **Bistrot Roma Fiumicino** and **Bistrot Milano Duomo** (awarded as best Brand Identity at the 2016 Grand Prix). And today for the first time on the motorway, **Bistrot Fiorenzuola d'Arda**.

In Europe Bistrot already opened up shop in airports and train stations: in **Germany, Finland, The Netherlands, and Switzerland**.

- **Bistrot Düsseldorf Airport:** the menu served in Germany's third largest airport include symbols of the national gastronomy such as *bratwurst* and *currywurst*, offered among a selection of street food and other potato-based recipes. A second Bistrot in Germany will be opened in **Frankfurt** by the end of 2016;
- **Bistrot Helsinki Airport:** travellers stopping over in the Finnish capital may sample countless specialities prepared by our bakers, including *pulla*, a local dessert available in a range of different versions depending on the season, as well as other traditional food such as smoked salmon and reindeer cold cuts;
- **Bistrot Utrecht Centraal:** located in Holland's first station, it offers travellers *krentenbollen*, a traditional Dutch breakfast made of a small bun with raisins and gouda – a traditional Dutch cheese – which consistently with Bistrot's philosophy, is sourced from a small local business;
- **Bistrot Genève Aéroport:** travellers in the Geneva Airport may now sample fish from lake Geneva, served by an iconic local fishmonger, or native Brown Swiss beef hamburgers, washed down with apple juice made by three small local producers.

Bistrot's growth does not seem to stop and, after opening yet another point of sale in Fiorenzuola d'Arda, the concept is soon to cross the Atlantic for the first time and make landfall in **North America** in **Montreal**.

Bistrot Montreal Airport; as a matter of fact, the openings are scheduled for this spring. Two restaurants in the airport of Canada's second largest city, which will serve some of the special recipes from the local francophone tradition, including crêpes and croissant made, as always, with ingredients sourced through a short supply chain.