



# PRESS RELEASE

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## Lagardère Travel Retail awarded Partnership of the Year at 2016 Frontier Awards

Lagardère Travel Retail were recognised and awarded 'Partnership of the Year' for their successful partnership with SumoSalad at the 32<sup>nd</sup> annual Frontier Awards. The Awards celebrate global innovation and excellence in travel retail.

"We are thrilled to be globally recognised for our successful partnership with SumoSalad," said CEO of Lagardère Travel Retail in the Pacific, Matthieu Mercier. "We continue to see an impressive growth in the healthy Foodservice sector, and this award is yet another indication that our partnership is progressing. We're very excited about our future with SumoSalad, and our shared mission of bringing world class quality, healthy fast food to travel retail".

Lagardère Travel Retail partnered with SumoSalad in November 2015, opening the first SumoSalad Green Label store in travel retail in Sydney Airport's Domestic T2 terminal. A second SumoSalad will soon open in Sydney Airport's International Terminal, and 2017 will see the first SumoSalad in Melbourne Airport T2 open.

Luke Baylis, CEO and Co-Founder of SumoSalad says the partnership with Lagardère Travel Retail supported their passion to make premium and locally-sourced healthy food a convenient and affordable option for everyone –even when travelling. "SumoSalad offers health-conscious people tasty and nutritious fast food. Choosing nutritious, protein-rich foods can help bolster your hydration levels, and that's particularly important when travelling to help you feel comfortable during the flight and allow you to arrive feeling the best you can. There has never been a better time to check-in early!" says Baylis.

*Experience new horizons, every day.*



Interested in offering passengers an exceptional offer and experience, Lagardère Travel Retail hold a market leading position in the European travel market, operating over 700 Foodservice outlets, across 60 airports and 100 railways stations. The decision to partner provided both Lagardère Travel Retail and SumoSalad new opportunities for innovation and growth within the Pacific travel retail market.

Lagardère Travel Retail's Food Service strategy in the Pacific is to further develop strong relationships / partnerships with brand leaders in their category who are looking to innovate and build networks within travel retail.

Lagardère Travel Retail were shortlisted at the Frontier Awards in 3 other categories:

- Marketing Campaign of the Year by a Retailer: Airport Millionaire
- Technology Innovator of the Year: ACE Robot at Auckland Aelia Duty Free
- Airport Retailer of the Year: Lagardère Travel Retail



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**Lagardère**  
TRAVEL RETAIL

## **ABOUT LAGARDERE TRAVEL RETAIL:**

*With 3,2 billion euros 100% managed sales in 2014 and a presence in 30 countries, 150 airports and 700 train stations in EMEA, North America and ASPAC, Lagardère Travel Retail is a pioneering and leading travel retail player with global reach. Operating stores in travel essentials, duty free and luxury and foodservice, Lagardère Travel Retail offers a complete range of products and services to satisfy each and every traveller all along his journey. Beyond its three businesses expertise, as a multi-specialist assembler, Lagardère Travel Retail creates value-added opportunities in each location.*

*In Asia Pacific, Lagardère Travel Retail operates over 300 outlets in 16 airports, supported by professional local teams in Australia, New Zealand, New Caledonia, Singapore, Malaysia, Hong Kong, China and India*

### **About SUMO**

*SumoSalad is one of Australia's largest healthy fast food retailers, with over 100 stores globally. SumoSalad's products are of the highest quality, using only the freshest ingredients sourced daily. By never using unnecessary fats, artificial colours, flavours or genetically modified products SumoSalad can ensure fresh is best and quality is key, that's the SumoSalad guarantee.*

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