



Press release

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A new concept that raises customer satisfaction by enhancing product quality, service and setting

Autogrill presents 'aldente', the new corner dedicated to pasta cooked in the best Italian tradition

Milan, 9th October 2003 - 'aldente' is the name of the new pasta corners that Autogrill will be introducing across its network over the next few months. The first "aldente" made its debut today in Castel Romano, at the McArthurGlen designer outlet, where guests attending the opening of the new center were served the first portions of 'aldente' penne, trofie, pansotti and garganelli.

Pasta is nothing new at Autogrill, of course. Pasta and rice dishes, prepared in front of the customer, have always been a key factor behind the success of the Group's Ciao self-service restaurants. "This tradition and our experience in serving 10 million plates of pasta every year in our Ciao restaurants are the genesis for 'aldente'," explains Serena Campana, head of self-service concepts and snack bars. "The new concept offers the quality and freshness of restaurant food, in a quick, informal setting designed for people who do not want table service but would like to enjoy a plate of pasta as an alternative to pizza or sandwiches."

Shopping malls and motorways are the preferred channels for the development of the "aldente" pasta corner chain, which Autogrill sees as a winning lever in its bids for the concession contracts that are about to come up for renewal or to be assigned.

The concept. The 'aldente' concept is an enhancement to the Acafé snack bar, but may also be used to flank a variety of international concepts, expanding Autogrill's brand portfolio with a flexible and profitable new solution. Customers choose from a selection of durum wheat pasta, egg pasta, and fresh and filled pasta, as well as specialty pasta, served with traditional Italian sauces.

The link with Acafé. The atmosphere, materials and colors of the 'aldente' concept match those of Acafé, so that the two blend perfectly together and can share the same cash desks and back store. At the same time, the corner has its own distinctive identity, beginning with its furnishings and decor based on colors (yellow, red and green) and serigraphs associated with pasta and professional catering services.

Once again, customer satisfaction was the guiding principle for the development of the new Autogrill concepts, beginning with the menu, for which quality and fresh ingredients are the key criteria.

In the last few months, Autogrill has opened 10 Acafé motorway outlets. By the end of the year, 20 outlets will be operational, and Autogrill plans eventually to cover the entire Italian network. The Castel Romano outlet opened today is the first Acafé location in a shopping mall.