



Press release

Group Media Relations  
Centro Direzionale Milanofiori  
Palazzo Z, Strada 5

tel + 39 02.4826.3250  
e-mail dir.com@autogrill.net  
www.autogrill.com

## Autogrill celebrates culinary experience with the Airport Restaurant Month (ARM) initiative

- Inspired by the popular “restaurant week” event in downtown cities restaurants happening all around the world, Autogrill is expanding this culinary initiative in its airports restaurants.
- Around 90 restaurants in over 50 airports across Europe and North America will celebrate culinary during the full month of May 2016.

Milan, 29 April 2016 — Autogrill launches **Airport Restaurant Month (ARM)** all around Europe and North America, a great and unexpected eating out experience that celebrates culinary culture during one month and will surprise and delight travellers. They will find a **special culinary and taste** menu option in addition to *à la carte menu* in our main airports restaurants.

**ARM initiative** was developed by HMSHost, Autogrill subsidiary, in the United States in October 2014, inspired by the famous “**Restaurant Week**” event happening all around the world in downtown cities restaurants. The “Restaurant week” celebrates **gastronomic excellence** and introduces customers to high level culinary culture offering them a **special and tasty three course menus** at exceptional **prices affordable for all**, only available that week.

HMSHost has extended this popular street side event from cities to airports and from one week to one month. The initiative was so successful that Autogrill is exporting it now across the Atlantic, into Europe.

Hence, for a whole month, from **1<sup>st</sup> May** in **Belgium and Switzerland** (at **Brussels** and **Zurich Airports** respectively), and from **16<sup>th</sup> May** in **Italy**, at **Roma Fiumicino**, travellers will be able to enjoy a full culinary discovery menu with great value for money with choice of minimum 3 main courses, set selection of starters and side dishes, dessert and a free bottle of refreshing water to take away.

This adventure of taste is far from random, having been specially created by **Autogrill’s corporate executive chefs and culinary teams**, who study market trends of *on-the-move* food service and innovate in the F&B offering.

Travellers will be also **invited to share their great ARM culinary experience by posting pictures of their plate** on Twitter & Instagram via the dedicated hashtag **#ARM2016** and the local country hashtag.

The website **AirportRestaurantMonth.com** has a full list of the participating restaurants and their menus and enables users to choose a location, personalize a menu and share photos.



Press release

Group Media Relations  
Centro Direzionale Milanofiori  
Palazzo Z, Strada 5

tel + 39 02.4826.3250  
e-mail [dir.com@autogrill.net](mailto:dir.com@autogrill.net)  
[www.autogrill.com](http://www.autogrill.com)

### Leonardo da Vinci Airport – Rome

**Rosso Intenso** is the wine&food bar developed by Autogrill Group to celebrate the world of wine and its relationships with local cuisine in Italy.

#ARM2016 #Autogrill\_it

### Brussels Airport

**Amò**, a casual dining concept developed by Autogrill Group to recreate the atmosphere, cuisine and vitality of the typical Italian **ristorante-pizzeria**;

**Black Pearls**, an elegant **sushi-restaurant** where customers can enjoy refined fish - and seafood-based dishes;

**Belle&Belge**, a **modern brasserie** leveraging Belgian beer tradition, with the atmosphere and charm of a modern Belgian brasserie, professional staff with profound beer knowledge and service skills and a large selection of Belgian beers (on tap & in bottles).

#ARM2016 #AutogrillBE

### Zurich Airport

**Chalet Suisse**, the concept involved in the ARM, suggests something cosy, Swiss and traditional: just like Switzerland, Chalet Suisse reflects a cosmopolitan ambience whilst focusing on a traditional atmosphere also.

#ARM2016 #AutogrillCH

For further information:  
Group Media Relations  
T: +39 02 4826 3250  
[dir.com@autogrill.net](mailto:dir.com@autogrill.net)