



## **“CAFFÈ’ KIMBO, ESPRESSO DA NAPOLI”, Europe’s first Kimbo concept store, designed in collaboration with Autogrill, opens at Frankfurt Airport**

- The new point of sale is the fruit of collaboration between the two companies which have devised an on-the-go coffee product offering
- The store is in the arrivals area of Terminal 1 A, the airport’s biggest in terms of passenger traffic. The concept was implemented by the international agency UXUS Design
- The main focus of the concept is the Cuccuma, a contemporary revisiting of the famous Neapolitan coffee pot

Milan - Frankfurt, 25.06.2015 – The millions of travellers a year who transit Frankfurt Airport, 3<sup>rd</sup> biggest in Europe and 11<sup>th</sup> in the world by passenger traffic, will now be able to enjoy the finest Italian and Neapolitan coffee products. The first Kimbo concept store in Europe is one of the most innovative points of sale developed by Autogrill at Germany’s biggest airport and the first of a series of locations to be opened under this label in the next few years.

Thanks to this fruitful collaboration Kimbo has become the traveller’s coffee. Its products can be found in Autogrill points of sale on the main Italian motorways, in major Italian railway stations and in a number of airports in Italy and elsewhere in Europe. The range of coffee served in these locations reflects a long process of study, development and implementation – called “Storie di Caffè” – that has involved the two companies and major organizations in this industry, such as Centro Studi Assaggiatori di Caffè, but above all travellers, who after numerous tasting sessions throughout Italy chose the best blends for *on the go* coffee drinking.

The 130 square meters “Caffè Kimbo Espresso da Napoli” is in the arrivals concourse of Terminal 1 A, which moved 20.5 million people last year. The concept implementation was entrusted to the international agency UXUS Design. Kimbo’s brand values – familiarity, conviviality and tradition – inspired the design of a modern and welcoming space that at the same time makes numerous allusions to the traditional Neapolitan bar ambience and to Naples itself, a multicultural city with a great crafts and trades tradition.

The store concept was developed to measure for travellers as well as airport visitors and the counter is absolutely original, in which the practicality of the counter in major international coffee shop chains combines with the style of the classic Italian bar: consumers can opt for a *coffee-to-go* if pressed for time, or sit in one of the corners of the lounge while waiting. “Caffè Kimbo Espresso da Napoli” also gives consumers a full view of coffee preparation: the espresso machine is in a red box that highlights the barman’s technique and dexterity, the *Italian* way of making coffee.

The main focus of the concept is the Cuccuma, the famous old Neapolitan coffee pot which has now been introduced in Germany for the first time. The same coffee pot, with the traditional “Cuppetiello” that ensures the aroma is maintained, can make a traditional Neapolitan coffee to relish with the classic *cremina*, or an innovative black coffee meeting a more international taste for coffee.

To give travellers a full immersion in the Neapolitan coffee tradition the store’s offering has been enriched with a series of Neapolitan pâtisserie products - *sfogliatelle*, *babbà*, *capresine*, *sciù* - and the famous fried food served in a “Cuoppo”, the paper cone typical of street food made in the alleys of the ancient city. An all-round experience that the consumer can relive on arrival thanks to the numerous products – from coffee to the Cuccuma itself – on sale in the store.



Press Release

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Just as the global trend in gastronomy is towards appliances and utensils in full view, so the process of making coffee with the Cuccuma unfolds entirely beneath the eyes of the consumer, as well as being iconographically reproduced on the counter top. In this way, international customers can learn to appreciate the antique method of making Neapolitan coffee. Caffè Kimbo Espresso da Napoli not only serves coffee but coffee culture too.

For over 50 years **Kimbo** has been a leading force in the Italian coffee market in terms of size and cultural influence, becoming an emblem of Italian coffee and the Neapolitan espresso. Selection of raw materials, quality control and traceability along the entire chain ensure the excellence of its products, while the most stringent international certifications bear witness to its respect for human resources and the environment. With overall sales of €170m and 170 employees, Kimbo operates in all the distribution channels in Italy and also abroad under the label "Kimbo Espresso Italiano". Spreading Italian coffee throughout the world and promoting the Neapolitan espresso in particular are key aims in its mission, which is to give national and foreign markets a genuine, quality product, authentically made in Italy and respecting people and the environment.

**Autogrill** is the world's leading provider of food & beverage services for travellers. Active in 30 countries with around 55,000 employees, it has over 4,500 points of sale in over 1,000 locations and operates prevalently under concession agreements in airports, on motorways and in railway stations. The Company manages, directly or under license, a portfolio of over 250 international and local brands, including numerous coffee labels like Motta Caffè Bar, a modern revisiting of the historic Milanese café (first opened in 1928 and re-opened in 2013 in Galleria Vittorio Emanuele) now exported to other prestige locations operated by the Group around the world, and Puro Gusto, offering customers coffee products ranging from three 100% arabica blends from different international sources to numerous special coffees. In addition to these two historic labels there are café concepts like Délice Maison and Mercedes Benz Café (developed in collaboration with the Stuttgart carmaker), both reflecting Autogrill's constant commitment to the research and development of increasingly innovative and high quality coffee products and solutions.

**Fraport AG** – which ranks among the world's leading companies in the global airport business – offers a full range of integrated airport management services and boasts subsidiaries and investments on five continents. In 2014, the Fraport Group generated sales of €2.4 billion and profit of about €252 million. At its **Frankfurt Airport (FRA)** home base, Fraport welcomed about 60 million passengers in 2014. For the current summer timetable, FRA is served by 104 passenger airlines flying to some 297 destinations in 104 countries worldwide. In Europe, Frankfurt Airport is the third-busiest for passenger traffic. With about 55 percent of all passengers using Frankfurt as a connecting hub, FRA also has the highest transfer rate among the major European hubs. Almost half of Germany's population lives within a 200-kilometer radius of the FRA intermodal travel hub – the largest airport catchment area in Europe.

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