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The Company invests 13.5 million euros in its new multi-concept store

Autogrill presents “Il Mercato del Duomo”, temple of taste in the heart of Milan

- The Group brings to Piazza Duomo the excellences of the territory in a covered market featuring local producers selected in collaboration with the University of Gastronomic Sciences in Pollenzo (UNISG)
- Through the architectural design of Michele de Lucchi Il Mercato del Duomo revitalizes the cultural and artistic feel of the Galleria Vittorio Emanuele

Milan, 24 February 2015 – In the square that symbolizes the city of Milan, Autogrill is to open a new cathedral of taste, **Il Mercato del Duomo**. Company chairman Gilberto Benetton and CEO Gianmario Tondato Da Ruos presented the project in a press conference held today at Palazzo Marino (Sala Alessi) attended by the mayor of Milan, Giuliano Pisapia, the president of UNISG, Carlo Petrini, the architect Michele De Lucchi and chef Niko Romito.

The Group's new flagship store, scheduled to open to the public on 30 April, was created in collaboration with the University of Gastronomic Sciences (UNISG) in Pollenzo and entailed an overall investment of €13.5m.

"Milan is proving itself increasingly capable of attracting investments in high quality projects. Il Mercato del Duomo is a good example, said **Giuliano Pisapia**". Innovation and tradition join forces in an offering that will promote a taste for the beautiful and a taste for goodness and healthiness. In the heart of Milan it will now be possible to discover the excellence of our territory's products in a sequenced offering that represents the entire food production process. This project has the ambitious goal of transforming a space whilst maintaining its historical characteristics and of aligning it with the themes of the Expo and the needs of a clientele increasingly careful about what they eat, the food industry, preparation techniques, and the quality of products and raw materials. It will help raise Milan's profile as a food capital.

"We decided to turn Milan into the Group's main innovation and experimentation workshop," said **Gilberto Benetton**, "because we believe in the potential of this city and its territory and of our Company. With Il Mercato del Duomo we are going back to our historical roots to look to the future, a future that promises innovation and excellence".

"The University of Gastronomic Sciences," commented **Carlo Petrini**, "and in particular its Pollenzo Innovation department, provides support in terms of knowledge, products and case histories of excellence for a project like Autogrill's Duomo Store where the focus is on quality food, environmental sustainability and a closer relationship between producer and consumer".

Il Mercato del Duomo is on four floors covering around 5,000 square metres (of which 3,000 square metres open to the public) and reflecting various stages in the processing of raw materials and a range of eating experiences, from food in its most simple and natural form to products worked and transformed into recipes, some to be enjoyed quickly, others in a slower experience.



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This vertically arranged experiential path through **Il Mercato del Duomo** features concepts like **Bar Motta**, which offers top quality coffee products and *croissanterie* in an evocative atmosphere blending traditional and modern to perfection; **Mercato**, the main new development in the new point of sale and run by Compagnia Alimentare, reproducing a traditional urban market with food counters run by local producers and suppliers selected in collaboration with UNISG, where visitors will find excellences from Lombardia, but not only; **Bistrot Milano Duomo**, the new generation concept opened at Milan's Stazione Centrale in 2013, whose ample offering (on two floors) promotes Italian regional products and the revival of artisanal techniques, in line with Autogrill's new catering philosophy; **Terrazza Aperol**, a trendsetting bar and symbol of the traditional Milanese aperitif; and **Spazio**, a restaurant-workshop project by Niko Romito Formazione, where young cooks from the Castel di Sangro Training School (L'Aquila) will share with guests the stories, ideas and emotions generated by the invention of new dishes and their preparation. On the same floor there will also be a **Wine Bar** offering visitors a selection of premium Italian wines and food, so there will be two concepts here, both *haute cuisine* but accessible to the general public and representing the final stage in the transformation of raw materials. The building also has a Feltrinelli bookshop in the basement.

Autogrill's project also involved a major personnel training programme enabling **Il Mercato del Duomo** to introduce new professional roles and trades in line with the establishment's offering and the Company's new approach.

As well as being an internationally appealing temple of taste, a showcase of *Made in Italy* excellence, Autogrill's **Il Mercato del Duomo** will also contribute to the development and prestige of Milan thanks to its architectural design, produced in collaboration with Michele De Lucchi, which privileges Mengoni's original plans. By respecting the Galleria's identity and at the same time reconciling the complex requirements of large scale catering, Autogrill has restored one of the masterpieces of the city's architectural heritage. The point of sale also features a sculpture by Adam Lowe that reproduces the roots of a centuries old olive tree, a symbol rich in associations with the Group's history and values. Combining art and architecture, this solution is a new development in the history of the Galleria and enhances the appeal and cultural resonance of the place.

Autogrill and Milan, a partnership going back nearly a century

Autogrill is an international group with around 55,000 employees and 4,500 points of sale worldwide, but is also deeply rooted in Italy and in Milan and its province in particular. Its relationship with Milan dates from 1928, when Angelo Motta opened the famous **bar Motta** in the Galleria Carlo Alberto, the establishment that Autogrill, in 2013, brought back to the Galleria Vittorio Emanuele after 17 years, and with it all the refined atmosphere that characterized the original café.

The creation of **Il Mercato del Duomo** consolidates this partnership and contributes to Autogrill's growth in Lombardia, where the Group has over 60 points of sale in the main "gateways" to Milan and in the city itself. In the last few years Autogrill has transformed the capital of Lombardia and its hinterland into the Company's main innovation and experimentation workshop and launched some of the most significant new f&b developments at international level, such as the **Villoresi Est** service area on the A8 Milano-Laghi motorway, opened in 2013 and representing international best practice in terms of its high quality standards (products, services and ambience); **Bistrot Milano Centrale**, a concept whose success in Milan led to its being exported to some of the most prestigious locations operated by the Group in major international airports and rail hubs; and **Terrazza Aperol** (inside Autogrill's Duomo Store), already a new symbol of the traditional Milanese aperitif and a focal point of new tendencies.

The **Il Mercato del Duomo** project is the latest in the line of these and other best practices embodying Autogrill's new approach to catering, which reflect the Group's capacity to contribute to the development and



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prestige of the areas in which it operates with innovative projects always in step with change.

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All the content of the press folder can be found at www.autogrill.com by clicking here:

<http://www.autogrill.com/it/our-way/progetti-speciali-il-mercato-del-duomo>

Press area password: **autogrill2015**

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Quotes

Press conference presentation of Il Mercato del Duomo
24 February 2015

- **Gianmario Tondato Da Ruos, CEO Autogrill**

"In this new project Autogrill has concentrated all the know-how it has acquired in its many years of business all over the world to create a unique and original offering in line with the new trends and eating styles of our times. Il Mercato del Duomo is an exemplary representation of our philosophy, at the centre of which we have put territory and the revival of artisanal practices and trades in a model of sustainable development for the environment and people".

- **Michele De Lucchi, architect**

"You go up to the Mercato on the moving staircases in the courtyard. The roots of a gigantic olive tree appear stick out beneath the high porticoes. Roots nourish themselves from our land. Taking care of the earth means taking care of life."

- **Niko Romito, chef and founder of Scuola di Alta Formazione "Niko Romito Formazione"**

"We feel that we share the values and vision of the Il Mercato del Duomo. I'm thinking, for example, of the area designed in collaboration with the UNISG in Pollenzo, which is also a partner in our School. We are aligned in wishing to make food a permanent educational instrument for consumers, working through flavours, excellence and honesty. And the location is extraordinary: central, rich in history and enhanced by an impressive and important restoration project."

- **Daniela Benelli, Councillor for the Metropolitan Area, Housing, Public Property**

"With Autogrill's project, the spaces in the Galleria will gain value and become useful to the city again. We are very happy about this initiative, which focuses strongly on both public utility, with food, in its various forms, being the main theme, on the architectural aspects, with a restoration that respects the tradition of this monumental site, and on the cultural aspects, with products representing the excellence of Italian food and wine. A perfect example of collaboration between public and private".

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