



MAIS

NON

WINE BEER

Terracotta
ITALIAN KITCHEN

PASTA PIZZA BREAKFAST

→ All gates
↓ Toilets
↓ Escape lounge

EVOLVING F&B CONCEPTS

FROM

TO

TRADITIONAL DAY

PARTS

FIXED MEAL OCCASIONS

ALL ABOUT THE FOOD

PRICE MEASURED

MENU EXPECTATION

NO LONGER 3 MEALS/DAY

ALL FOOD IS GREAT, ALL SERVICE IS

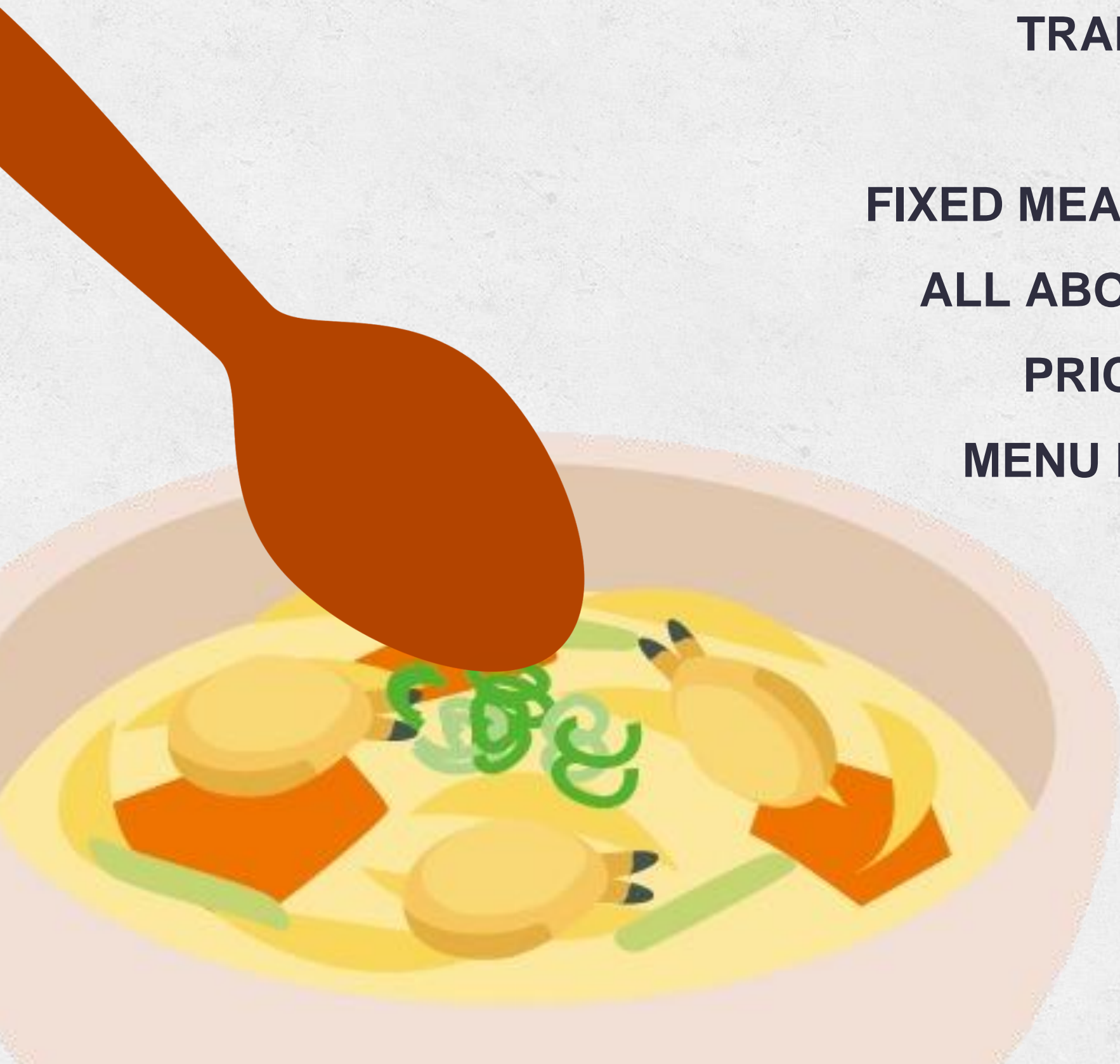
FINE

“WHAT ELSE CAN I GET”

‘PERSONALISATION’

‘PREMIUMISATION’

‘PORTABILITY’



MATURE MARKETS

EMERGING MARKETS

1. GOOD FOOD FAST INSTEAD OF FAST FOOD
2. BLURRING CONCEPTS (HYBRID FORMATS)
3. SENSE OF PLACE/EXPERIENCE
4. CELEBRITY CHEFS
5. ARTIFICIAL IS 'PUBLIC ENEMY NR. 1'
6. FOOD BECOMES INNER COSMETICS



1. INTERNATIONAL/AMERICAN BRANDS (E.G. STARBUCKS/KFC)
2. AUTHENTIC CUISINE
3. AFFORDABILITY
4. LOCAL (ICONIC) FOOD PRODUCTS
5. FOOD SAFETY A CRITICAL CONCERN AND ETHICAL SOURCING
6. FOOD IS NUTRITION → SOCIAL MEDIA IS MORE IMPORTANT

(((Avolta

THE WORLD OF THE FUTURE IS IN THE HAND OF THE CONVENIENCE GENERATION

*18 TO 45
YEARS OLD

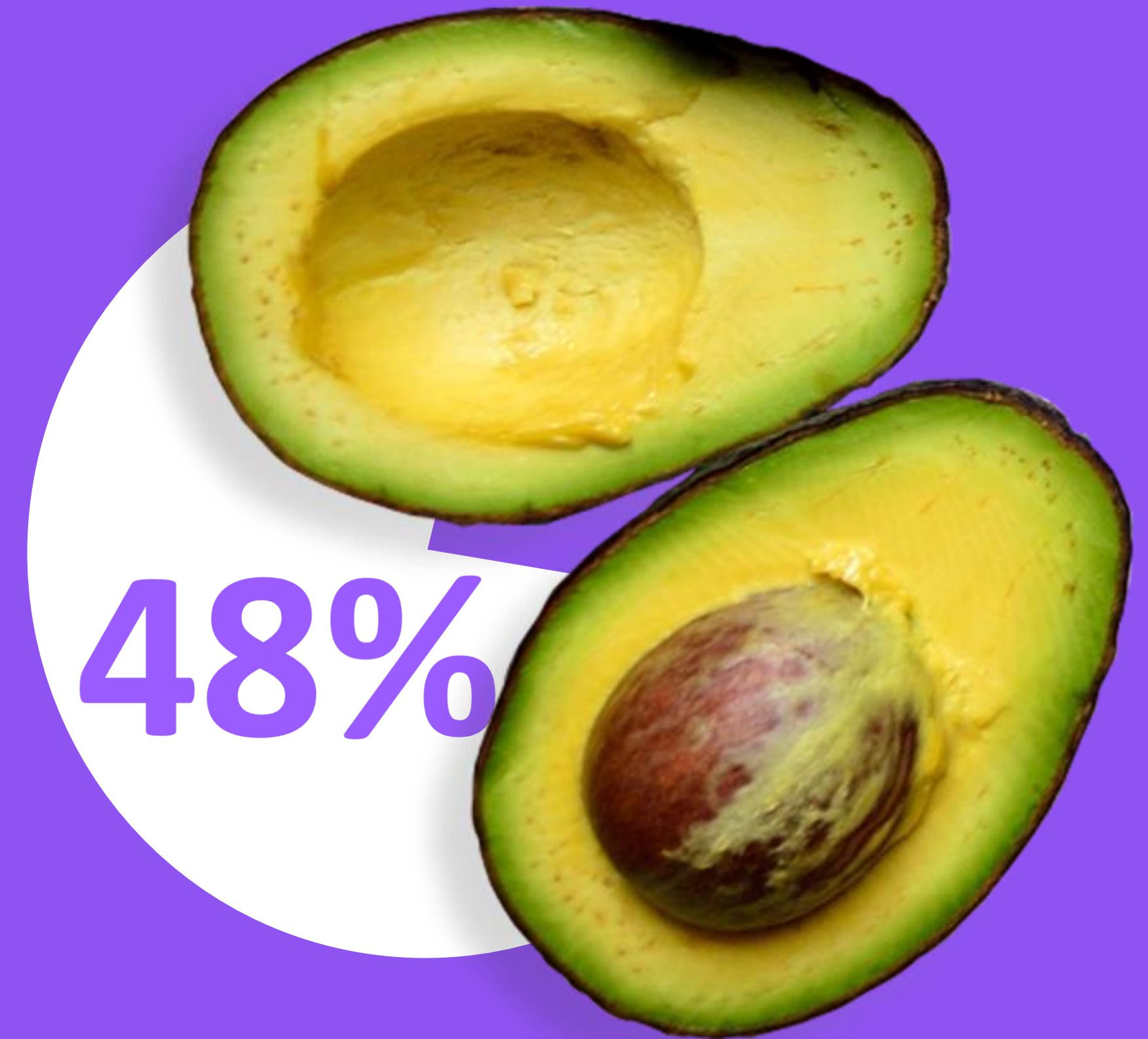
- RUSHED AND ALWAYS ON A TIME PRESSURE
- ADVENTUROUS (TRAVELING A LOT) AND TRYING NEW THINGS (SEARCH CHALLENGE)
- SPEND A RELATIVELY LARGE AMOUNT OF TIME ON SOCIAL MEDIA
- PHONE IS SEEN AS THEIR THIRD HEMISPHERE
- LOVING FOOD AND EATING OUT WITH FRIENDS (SOCIALIZING) => CONCERTS, FOOD FESTIVALS, MUSIC, AND DANCE FESTIVALS
- MORE EATING MOMENTS (NO FIXED AND CLASSIC EATING PATTERN)



THE IMPACT OF F&B ON RETAIL

**CONSUMERS WHO
MAKE USE OF
F&B FACILITIES SPEND**

MORE ON RETAIL GOODS THAN THOSE WHO DON'T





HYBRID MODELS WITHIN AVOLTA

Integration of retail & food service within the Avolta offering

As Avolta we have different takes on how Food Service & Retail blend in the market, mostly focused on airports.

Wuhan Airport



Hybrid business model

A comprehensive business plan that integrates the interests of both retail and F&B within the airport, optimizing passenger experience and meeting landlord expectations.

By balancing these needs and enhancing the overall passenger journey, we maximize sales potential and ROI.

Hungry Club, Madrid Airport



Hybrid integrations

Permanent retail location within F&B space as an extension of the offer

Permanent F&B location within retail space as an extension of the offer

Allocated space within a retail or F&B concept to enhance cross category selling

Pop-up concepts within existing retail or F&B space

Mind, Body, Soul Belgrade



Hybrid concepts

Concepts that are built to create an immersive experience for the customer allowing a seamless integration between F&B and retail.

- Grocerants and commodity store concepts
- Lifestyle concepts
- Concept stores

Avolta
OUR NEWEST EVOLVEMENTS

Eataly, Rome Airport



Salon, Schiphol airport



Lindt Café, Zurich Airport

