

# SSP opens Hard Rock outlet at IAH

By **Hibah Noor** on July, 13 2017 | Airline & Terminal News



Hard Rock International and SSP America yesterday celebrated the official grand opening of the new location for the Hard Rock Café restaurant and shop in Terminal B at George Bush Intercontinental Airport.

Capping the rollout of an expansive lineup of dining and shopping choices at Bush Airport, representatives from the airport system, Hard Rock International and operator and manager, SSP America, were on hand and capped the celebration with a ceremonial “guitar smash.”

“We are thrilled to include Hard Rock Café in the new and exciting choices customers have for shopping and dining now at Bush Airport,” said Randy Goodman, Director of Concessions for the Houston Airport System, in the announcement of the opening. “They bring an established, recognized brand both in merchandise and food, and are a good fit in our efforts to elevate our food and retail choices at the airport.”

The location at Bush Airport is the second in an airport in North America, and adds to SSP Group’s record of success, with an estimated 2,200 restaurants across approximately 140 airports and 280 rail stations representing over 400 of the world’s best brands.

“Hard Rock has been looking forward to opening its second location in Houston after many successful years of operating in this iconic city,” said Mike Liedberg, Area Vice President of Cafe Operations North America West. “We could not have asked for a better location to showcase our unique dining

experience.”

As part of the celebration, Hard Rock International and SSP America donated 10 guitars to United States Veterans Initiative (U.S. VETS) branch in Houston. U.S. VETS is committed to the successful transition of military veterans and their families through the provision of housing, counseling, career development and comprehensive support. Founded in 1998, U.S.VETS-Houston currently has a location in Midtown and a service center in downtown Houston. U.S.VETS-Houston serves over 500 veterans daily.

“US Veterans Initiative-Houston serves more than 1,250-1,500 vets daily throughout Harris County,” said Tom Mitchell, M.A., Executive Director, U.S. VETS-Houston. “We couldn’t be more excited for the donation by SSP of these guitars to the program, as our veterans who have musical interests and talents will cherish these acoustical guitars.”