

SSP and Greggs open new unit at Cardiff Airport



The new unit opened in Cardiff Airport on May 4, featuring the iconic Greggs Sausage Roll

[SSP](#) and [Greggs](#) have announced the opening of a new unit at Cardiff Airport as part of their latest partnership.

“At SSP, we take great pride in having brought a number of customer-favourite high street brands into travel locations around the globe,” said Kari Daniels, CEO SSP UK & Ireland in a May 5 press release. “Our partnership with Greggs gives guests the opportunity to engage with a true British F&B institution during their travels, with both familiar favourites and an ever-evolving menu of new treats. This, our first unit with the brand in an airport environment, is a welcome next step in our partnership and we’re confident that international guests at the airport will fully embrace the offer.”

The new unit, which officially opened on May 4, marks the first of many planned improvements to the passenger experience at Cardiff Airport. The diverse menu will satisfy those who are in a rush and looking for a quick bite, with a variety of options such as the iconic Greggs Sausage Roll, daily-fresh sandwiches, savouries, sweet treats, coffees and juices.

“We are delighted to open another shop with SSP,” said Greggs’ Commercial Director, Malcolm Copland, said in the same release. “We know that high-quality food-on-the-go and convenience go hand in hand, and this shop at Cardiff Airport gives us the opportunity to bring our range of products to more customers in an exciting new location.”

Positioned on the first floor before the security checkpoint, the unit provides a convenient option for travellers passing through the airport.

“Greggs will feature prominently within our refreshed main terminal landside area; the shop will be a ¹

great addition to the airport and compliment the facilities located after security for passengers,” said Lee Smith, Head of Business Development at Cardiff Airport.