

SSP partners with bakery brands Pierre Hermé and La Croissanterie

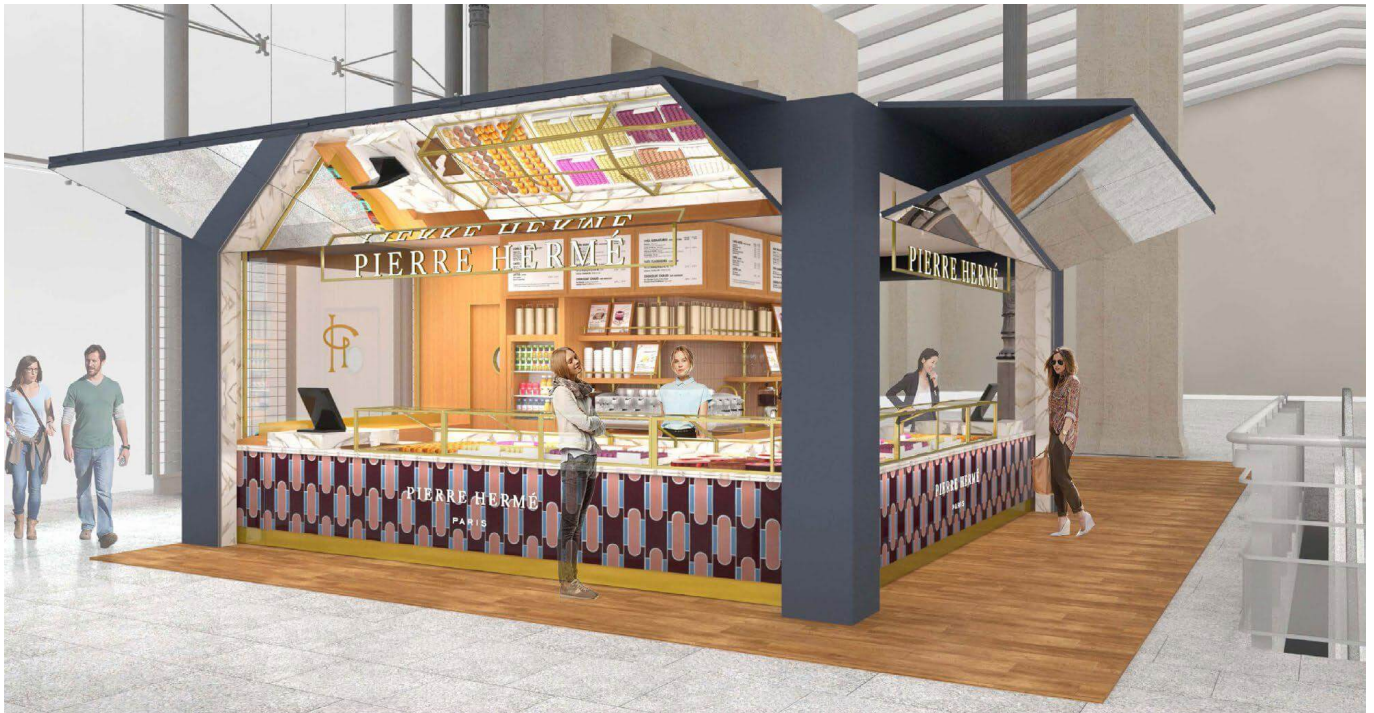


SSP's new units are designed with a modern approach using soft and warm tones to create a warm atmosphere

[SSP Group](#) announced that it has extended its partnership with luxury pâtissier partner, Pierre Hermé and strengthened its relationship with on-trend bakery concept: [La Croissanterie](#).

La Croissanterie will be opening at three locations across Paris Metro from April 2023. It will offer a wide, varied, and appetising offer for customers on the go at all mealtimes throughout the day. In line with the brand's values, the units will be designed to create a happy and warm atmosphere with convenience at its core. The design was approached through a modern and dynamic lens, utilising soft, warm, and bright tones.

In an April 3 press release, Gérard d'Onofrio, managing director SSP France, said, "A key strategic move for the company, our partnership with Pierre Hermé is part of our continuing drive to offer the broadest spectrum of brands — from crowd pleasers for time pressed commuters to luxurious names for those looking to treat themselves on their travels. We are equally pleased with our ever-strengthening relationship with La Croissanterie, which has the dynamism as a brand to excel wherever it is located. It will no doubt be a welcome addition for commuters on the Paris Metro."



The new Pierre Hermé unit will offer a selection of the brand's signature macarons and chocolates

Following huge success at Gare de Lyon, SSP will also open another two units with renowned French pâtissier and chocolatier, Pierre Hermé at Gare du Nord and Gare de Lyon Part-Dieu. A Parisian luxury pastry shop, owned by the brand's eponymous French pastry chef, the new unit will offer a selection of the brand's signature macarons and chocolates. The Gare du Nord outlet has been chosen to deliver on the station's aspirations to offer an elevated experience to travellers, while the unit at Gare de Lyon Part-Dieu is a perfect fit for the city of Lyon — renowned for its status as a stronghold of French gastronomy.