

SSP Group expands to Rome's Termini Station



The YO! outlet will offer a diverse and vibrant taste of Japan

[SSP Group](#) has announced its entry into the Rome market. Teaming up with Grandi Stationi, the Italian rail station operator, SSP will launch four popular food concepts at Rome Termini Station, marking the company's 37th market entry.

"We're delighted to announce our entry into the Italian market and are certain that LEON, YO!, Granaio and EXKi will prove highly popular with travellers at Rome Termini Station," said Jeremy Fennell, CEO of Continental Europe & Nordics at SSP, in a June 1 press release. "At SSP, we have a strong track record in bringing great brands to travel locations and making them relevant to the local market. We're certain this is the start of a very fruitful business venture as we take our first steps in this important European market. A huge thank you to all the teams who worked to bring this project to life and we're so pleased to be welcoming our Italian colleagues to the SSP family."

Among the new arrivals is LEON, renowned for its "fast food but good food" philosophy. The Mediterranean-inspired menu features wraps, rice boxes, and burgers, bringing a fresh dining experience to Italian travellers for the first time.

YO! will introduce Rome travellers to authentic Japanese cuisine with its range of fresh, flavoursome dishes. Hand-rolled sushi, classic hot bowls, street food, and innovative fusion creations will offer a diverse and vibrant taste of Japan.

Granaio, an Italian casual dining concept, will serve up classic Italian dishes. With premium seating options available for sit-down dining, guests can indulge in a relaxed and authentic Italian culinary experience.



The Granaio outlet will serve authentic Italian cuisine

For health-conscious travellers seeking sustainable options, EXKi will provide gourmet dishes made with fresh, seasonal produce. The menu will include hot dishes, soups, and sandwiches, all carefully prepared each day to ensure high quality and taste.

Sebastien De Rose, Chief Operating Officer of Grandi Stazioni Retail said, in the same release, “The arrival of SSP in Italy at Rome Termini Station demonstrates the attractiveness and the value of our stations for big international brands. For our visitors, moreover, it is a chance to know the new trends of foreign cuisine.”

The four outlets are set to start operations in October 2023, adding to the diverse range of dining options available at Rome Termini Station.