

Plaza Premium Group unveils Bites & Plates at Helsinki Airport



PPG opens Bites & Plates at HEL

Plaza Premium Group ([PPG](#)) has announced a significant expansion at Helsinki Airport ([HEL](#)) with the launch of its newest culinary brand, Bites & Plates. Occupying the ground level of a two-story complex, this concept represents a strategic expansion of the Group's food and beverage portfolio. Bites & Plates offers a concept that combines global flavors with time-efficient service, specifically engineered to cater to varying dwell times while providing a sophisticated alternative for the contemporary nomad.

The Vision: A map to mindful dining

Inspired by a philosophy of "curated journeys," Bites & Plates merges the spirit of global exploration with the aesthetic serenity of Japanese-Scandinavian minimalism, commonly referred to as Japandi. The brand serves as a "sensory reset" for passengers navigating the complexities of modern air travel, providing a tactile sanctuary that prioritizes health, vitality and high-quality ingredients. This vision is realized through an intentional design direction that utilizes raw materials such as brushed steel and terracotta alongside the organic warmth of natural wood to foster psychological comfort and reduce transit-related stress.

The Craft: Global flavors, balanced vitality

The culinary program, overseen by Global Director of Culinary Andreas Hoehne and supported by Regional Executive Chef Pratish Nair, follows a "Global-Local Hybrid" approach centered on the principle of "Honest Food." This menu delivers familiar international dishes alongside curated local influences, all rooted in the use of fresh, minimally processed ingredients. The offerings are structured into a dual-tiered hierarchy: "Bites," featuring international small plates designed for sharing, and "Plates," consisting of substantial, nutritionally balanced mains. Guests can experience a diverse map of flavours ranging from Middle Eastern mezze and Spanish Patatas Bravas to Japanese Karaage Chicken and Nordic-inspired specialties. Complementing the food is a curated beverage selection highlighted by signature creations such as the Cloudberry Spritz and Arctic Mule.

The Experience: Engineering time for the modern nomad

Recognizing the varying schedules of international travelers, Bites & Plates utilizes a time-adaptive service model engineered to capture the entirety of passenger dwell time. Designed for airport realities, the menu is structured for clarity and speed of choice, allowing travellers to dine confidently within limited time windows while maintaining quality and consistency. The restaurant's physical layout is organized into specialized zones, including dedicated single seating with runway views for an immersive and relaxing pre-departure lounge experience. The comfortable sofa seating for passengers with long layovers complemented by a range of signature dishes is an indulgent retreat. This modular approach ensures that regardless of a passenger's boarding clock, they can access a premium, nourishing meal without the risk of missing their flight.

The Destination: Elevating the transit journey

The opening of Bites & Plates at the end of May marks the first phase of a broader hospitality transformation. In July, the second level of the complex will debut as Plaza Premium Lounge Lumi, a standard-setting lounge open to all travelers. To further distinguish its premium offering, PPG will transform its existing lounge into Plaza Premium Lounge Aurora, an exclusive extension dedicated to airline partners and walk-in guests at a higher price point.

The names are deeply rooted in Finnish heritage: Lumi (Snow) and Aurora (Wave) reflect the seasons and nature of Finland. While Lumi offers a universal welcoming space, Aurora —a name synonymous with premium Finnish design—will provide an elevated, more exclusive sanctuary. Connected by a short corridor, the two lounges and Bites & Plates collectively create a holistic transit ecosystem that transforms the airport into a destination of its own.

The Commitment: Sustainability with a clean conscience

As a values-led brand, Bites & Plates integrates sustainability into its core operations through the use of compostable packaging and a sourcing mindset that emphasizes ingredient provenance and minimal processing. This philosophy naturally supports regional food ecosystems by favouring fresher ingredients with simpler supply chains. By transitioning airport dining from a functional necessity into a destination experience, Plaza Premium Group continues to elevate the global traveller journey, ensuring that transit time is transformed into an opportunity for discovery and well-being.