

SSP launches two new brands at BKK



A satay burger is one of the Koh Hop Bar specialties

[SSP Group](#) has opened two new bespoke Thai concepts at [Suvarnabhumi International Airport](#) in Bangkok.

The opening of these two new units will allow travelers to enjoy authentic Thai culinary experiences through the international hub. Koh Hop Bar serves a selection of beers and bar food classics including a signature Thai-flavored 'Koh Hop Bar burger.' Another Koh Hop Bar is scheduled to open this month, and there are plans to open an additional unit at [Phuket Airport](#) next year.

Imm Rice & Noodle brings local Thai cuisine to both international and local travelers at Suvarnabhumi. Among its wide selection of traditional dishes are plant-based options for vegans and vegetarians including vegetarian pad Thai and stir-fried spicy tofu and mushroom with basil. Imm is scheduled to expand to [Don Mueang International Airport](#).



Pad Thai at Imm Rice & Noodle

“The team at SSP Thailand has done an outstanding job utilizing their knowledge of both local culture and international travellers to develop these excellent new concepts,” said Jonathan Robinson, CEO of SSP Asia Pacific, in today’s announcement. “Koh Hop Bar and Imm Rice & Noodle are appealing to the new generation of younger travellers. Both brands have been carefully curated based on our long experience in the region and our detailed understanding of the Thai travelling consumer.”

Asdang Khumkomgool, Executive Vice President, Deputy General Manager of Suvarnabhumi Airport added: “SSP Thailand has been AOT’s strategic partner for over 25 years. Our long-standing relationship has been well established and SSP operates across all six of our airports. The company has developed a variety of local brands, curated to appeal to our travellers.

Koh Hop Bar and Imm Rice & Noodle bring a blend of Western and Asian style cuisine to the airport food and beverage offering at Suvarnabhumi, reflecting the diverse demands of both local and international visitors. Customer satisfaction is our top priority and success indicator at AOT and Koh Hop Bar and Imm restaurant are already proving themselves to enhance customer satisfaction and the image of Suverarnabhumi airport with their colorful unit designs and locally inspired menus.”