

# SSP secures F&B contract with Keflavik International Airport



Drawing inspiration from Icelandic landscapes and nature, SSP has developed a bespoke F&B concept for the airport called Elda

[SSP](#) has secured a contract to open two new units at Keflavik International Airport in Reykjavik, Iceland, in spring 2023, which will extend SSP's global presence to 36 countries once operational.

Sense of place was a vital criterion for the client Isavia in awarding this tender, and these two new restaurants "showcase the best of Iceland and modern Icelandic dining experiences," the December 6 press release said.

Having opened 25 years ago in the heart of Reykjavik, Jómfrúin is a restaurant favorite among both locals and tourists. Jómfrúin's founder, Jakob Jakobsson, was the first man in the world to graduate as a "smørrebrødsjomfru," which translates to "sandwich maiden." Now, SSP is collaborating with Jakob's son Jakob Einar Jakobsson, to bring the true Jómfruin experience to Keflavik Airport.

The restaurant's menu will feature a selection of Jómfrúin's bestsellers, with freshly baked rye or sourdough bread in true Scandi, smörgásbord fashion. Jómfrúin will offer an extensive range of smørrebröd including roast beef béarnaise, the famous Plaice that has been on the menu since 1996, aquavit-cured salmon and avocado and smoked potatoes with avocado, red onion, tomato and chilli mayo, in addition to some classic Nordic style hot dishes. A breakfast menu will also be available.

SSP has also developed a bespoke F&B concept for the airport, drawing inspiration from Icelandic landscapes and nature. Called Elda, the unit will offer a seasonal menu designed by Icelandic and master chef, Snorri Victor Gylfason. The menu is inspired by both local and global street food. Elda will have something to appeal to every diner from breakfast to dinner, and those looking for a snack at all times in between. There will also be a Skyr and smoothie bar, as well as a soup and salad bar for

those looking for a healthier option. For travelers in a hurry, the grab-and-go selection is expected to be a popular choice.



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In line with SSP and Keflavik International Airport’s sustainability commitments, Elda will source many ingredients locally. The restaurant will span 495 square meters of lounge-style space and consist of 172 seats in the dining areas and an additional 42 seats in an adjacent terrace. Inspired by the region’s natural winds, light and ambiance, a highlight of its design is a ceiling installation that creates a show of different light effects throughout the day.

Both of the new units will implement Order@ technology, allowing guests to order their food for collection on their phones with ease, providing a seamless, “phygital” ordering and dining experience for travelers.

“Iceland is a country of particular importance to us, with the SSP story having begun in Scandinavia over 60 years ago. Keflavik International Airport is a major travel hub, welcoming almost 10 million travelers each year, making our expansion into Iceland a source of enormous pride for us all. These new units are a true homage to the breathtaking landscapes and fresh ingredients for which Iceland is famous while incorporating global flavors to appeal to the airport’s diverse passenger profile. We have every faith that customers will love these new brands just as much as we do,” said Bente Brevik, Managing Director at SSP Norway.

“We are very much looking forward to beginning this partnership with SSP in Iceland and believe these two new restaurants will be a perfect fit for Keflavik Airport. SSP demonstrated an excellent understanding of our vision to go even further in strengthening the local sense of place for guests at Keflavik Airport, offering them both great quality and value,” said Gunnhildur Esla Vilbergsdóttir, Commercial Manager at Isavia.

