

Three new outlets open at CPH



Danish brand SMAG has its first outlet at an airport

[HMSHost International](#) has secured contracts for three stores at Denmark's [Copenhagen Airport](#), valued at more than €35 million (US\$37.4 million) over 6.5 years. Last week Danish brand SMAG opened their first store in an airport, while emerging Nordic brand [Copenhagen Coffee Lab](#) will grow their position in Denmark with the addition of two stores in the airport in June, both positioning Copenhagen Airport as a place travelers want to be.

Sourcing local brands with travel appeal played a key part of the redevelopment of HMSHost's offering, with securing extensions for two stores and winning a contract for a new store, at Denmark's Copenhagen Airport. Observing the growth and development of local Nordic brands since beginning Danish operations back in 2007, HMSHost readily identified brands holding potential for an airport setting.

"We work with brands all over the world, from global household names through to our own bespoke concepts," said Sytze van der Aa, HMSHost International's Regional Managing Director Europe, in today's announcement. "What gets us really excited is translating local iconic brands into high traffic heroes. These deliver such a strong sense of place to our guests as they travel abroad or return home. We're thrilled to be bringing SMAG and Copenhagen Coffee Lab to Copenhagen Airport as we continue to work together, strengthening the food and beverage offering at the airport and creating places to be."

Danish brand SMAG has been translated to the high traffic environment, preserving its healthy downtown image while kicking up a gear for airport service. This is the first time the brand enters airports. Travelers can expect to see a healthy twist on fast food service, from their beef and quinoa meatball sandwich with beetroot hummus, feta, mushrooms and cabbage, and their salmon rye sandwich with pea puree, Chinese radish and cabbage, through to their cherry tomato salad with nectarines, mozzarella, spinach and green pesto to name a few.

Local Copenhagen, Denmark-based coffee roastery, café and bakery chain, Copenhagen Coffee Lab, has opened their first store in the city and land of their namesake. Popular all over Europe, the brand is set to delight travelers with breakfast ready cinnamon roll, satisfying sourdough sandwiches and divine brownies, amongst other delicious menu choices, from two locations at the airport.

Michael Clausen, Copenhagen Airport's Director Airport Sales added, "The strategic partnership with HMSHost is important to us at Copenhagen Airport, as we always strive to bring innovative offerings to our customers. We aim to meet the demands of our customers in the best way and thus for us to be able to provide the highest level of healthy convenience food and beverages is key. We are happy to introduce SMAG and Copenhagen Coffee Lab who are both local Danish signature brands that matches our 'Local Hero' mindset."

The extensions and new contract win expand the total footprint in Denmark to five stores, strengthening the partnership with Copenhagen Airport and boosting HMSHost International's presence in the Nordics.