

Two SSP outlets up and running at Montparnasse in Paris



A terrace is planned for the Yan Courveur Cafe

[SSP Group](#) announced last week it has joined forces with two “on-trend brands” to open new outlets at Montparnasse train station in Paris.

SSP welcomed its first customers to the [Paname Brewing Company](#) Paname Tap House late last year. Parisian brewery Paname was founded by four beer enthusiasts the French capital. Today, Paname Tap House offers eight craft beers, including an IPA, and American pale ale, an American wheat, a blond ale and a number of seasonal beers along with hand-crafted hamburgers made from locally sourced ingredients.

SSP has collaborated with railcar leaser [Ermewa](#) and its recycling partner SGM, to fit the bar with tables and chairs created using reclaimed wood and other elements salvaged from disused wagons.

SSP has also opened a new concept from [Yann Couvreur Pâtisserie](#), a popular bakery chain owned by the brand’s French Parisian baker. The new unit will offer up a premium range of French patisserie, from a light cream filled pastry flavored with rare blue vanilla from Réunion Island to a lime and coconut tarte filled with almond sugar paste and fleur de sel on a crisp biscuit base. The Montparnasse shop will be the first to open in a travel location and will meet the increasing demand from travelling consumers for high-end products.

Yann Couvreur, which also opened in December, is located in the heart of the station. Plans are now in place to open a terrace outside the bakery, which will allow customers to sit outside as they enjoy their pastries and coffee.

Developing its relationship with another well-established French brand, SSP opened an outlet from the

healthy grab and go brand EXKi at Marseille Airport in January. The second EXKi in Marseille, the new opening follows SSP's operation of the brand in Montparnasse and Paris Charles de Gaulle Airport.

"These new brand openings underscore SSP's position as a leader in the field when it comes to bringing leading downtown high street names such as Starbucks and Burger King to the travel space," said Gérard d'Onofrio, managing director SSP France. "The focus on sustainability of brands such as Paname and EXKi shows we are meeting our commitment to operate responsibly in ways that are not only beneficial for our customers, but also the environments in which we operate."