



Autogrill opens new Panos flagship store at Brussels Airport



Brussels, 15 June 2022 – Autogrill, the leading global operator in food & beverage services for travellers, opens a new Panos store at Brussels Airport. The new flagship store celebrates Panos’s 40th anniversary with a completely new look and feel. The crowd’s favourite when it comes to sandwiches, pastries and snacks, is located prominently in the departure hall and will be open every day from 4 am to 8.30 pm.

With the opening of the new flagship Panos store at Brussels Airport, Autogrill adds a seventeenth Panos branch to its portfolio, thus confirming the 17-year long relationship with La Lorraine Bakery Group, mother company of Panos. The new store is ideally located in the central departure hall, which welcomes over 9 million passengers every year. The location covers 217 square meters and has seating for approximately 55 people along with the offering the well-known ‘grab and go’ takeaway options, for those that wish to eat elsewhere or enjoy their meal inflight. The menu features the classic Panos range, including several breakfast options, sandwiches, hot snacks and pastries, thus meeting the demands of travellers all day long.

The opening of the new Panos is a joyous occasion for many reasons. First and foremost, it marks the 40th anniversary of the brand Panos. What started out as a Belgian bakery in 1982, quickly became the biggest sandwich store in Belgium over the years, with over 270 selling points in Belgium and Luxembourg. To mark the occasion, the store in Brussels Airport boasts a new, modern interior, while staying close to the familiar Panos view. Next to that, the Brussels Airport branch will have a ‘Click & Collect’ option, a solution that the airport community can use to order their meal through an app and pick it up at a separate counter.



Arnaud Feist, CEO Brussels Airport Company: *“I am pleased that we can welcome a new Panos flagship store at Brussels Airport. With a busy summer ahead, this offers more meal and snack options for our travellers and airport staff, with a large seating area. I would like to congratulate Autogrill and La Lorraine Bakery Group on their 17-year partnership and we are very happy to have them as long-term airport partners.”*

Stan Monheim, COO Rest of Europe at Autogrill: *“This new Panos store confirms our long standing and trusted relationship with La Lorraine Bakery Group. We’ve always thought of Autogrill and Panos as a good match: offering quality food on the go is in both our DNA and as Autogrill chose the route of sustainability, so did Panos, with local products, biodegradable packaging and food waste prevention initiatives. Our partnership, born out of shared values 17 years ago, continues to focus on the customer experience, delivering good food and service.”*

Guido Vanherpe, CEO La Lorraine Bakery Group: *“We found a trusted partner in Autogrill and are very happy to continue our relationship with them and again set foot on the ground of the public zone at Brussels airport with this wonderful Panos flagship store. This is the second Panos store at Brussels airport, next to the very successful Panos store in the A-terminal. I am confident the combination of the new look and the trusted Panos menu, with oven-baked and freshly prepared meal options for the entire day, will appeal to many travellers. We are very happy to count the passengers of Brussels Airport to our clientele and also want to serve, through this well-placed store and future digital Click & Collect system, the employees of Brussels Airport and other companies in the area of convenient lunch & sweet bakery products.”*

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More information:

The new Panos flagship store is located in the central departure hall, next to hall 2 (also known as the TUI hall). It is open every day between 4 am and 8.30 pm.

More information about the Panos menu on www.panos.be

About Autogrill

Autogrill is an Italian-based multinational company and a global leader in F&B (food and beverage) services for travellers. The group is active in 30 countries, mainly in airports, on motorways, railways and various other locations. Autogrill has more than 34,000 employees worldwide and employs almost 1,400 people in Belgium in about 70 exploits.

About Panos

Panos has been the reference for sandwiches, sweet bakery products and hot snacks in Belgium since 1982. Panos is a franchise brand, part of La Lorraine Bakery Group.

The over 270 Panos outlets are driven by values such as craftsmanship, a good price-quality ratio, freshness, efficiency and pleasure. You will find a Panos in cities and towns (City, Press), on the road (Rail, Metro, Petrol, Highway, Airport) and in the Plopsa amusement parks. Panos is present in Belgium and Luxembourg.

About La Lorraine Bakery Group

La Lorraine Bakery Group (LLBG) is a 100% Belgian family-owned company active in the milling and bakery sector with a wide range of authentic, fresh bakery products. Every day, more than 4,300 enthusiastic employees produce and sell high-quality bakery products to consumers, supermarkets, and the food service sector around the world.

We are building a leading international company, active in over thirty countries, with bakery production in seven countries, passionate about growth and with the ambition to transform the bakery market thanks to our years of expertise, new technologies, and motivated and talented employees. The company operates in four business units: Bakery Frozen, Bakery Fresh, Store Concepts, and Milling.

The main financial objectives are long-term value creation and qualitative growth through innovation and entrepreneurship. The group reported a turnover of EUR 885 million in 2021.

We want to remain a sustainably entrepreneurial company for generations with a heart for quality and innovation that does right by all its stakeholders, making us not only a bigger company, but above all a better one.

www.llbg.com



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