



Grupo Rodilla, in collaboration with Areas, opens two locations in the Adolfo Suárez Madrid-Barajas airport

- Both stores feature the new brand and will be managed as franchises
- An investment of over €400,000 in the two outlets

Madrid, 24 April 2014. [Grupo Rodilla](#), a Spanish leader in food and beverage celebrating its 75th birthday this year, today announced the opening of two Rodilla brand stores at the Adolfo Suárez Madrid-Barajas Airport.

Areas, a leader in Food & Beverage and Travel Retail, is responsible for managing both outlets as franchises. The two stores, which will both have the new group brand image, are located in Terminals T2 and T4. The new outlets represent an investment of over €400,000 and have a combined floor area of 600 square meters

They feature the new brand image launched by Rodilla in March 2012 with the refurbishing of Madrid's Calle Serrano. Of the 104 locations owned by the chain, a third have been refurbished to date, most of them in Madrid. All the outlets which have adopted the new positioning have experienced an average of over 10% sales and traffic growth, which goes to show how successful the project is.

Oscar Vela, Areas CEO for Spain and Portugal, is delighted about the opening of the two stores in Terminals T2 and T4 and adds that *"At Areas we offer customized solutions for each airport based on the passenger profile and are confident that we cannot go wrong with Rodilla at Madrid-Barajas as it is a market leader in the sandwich market. Its brand and products have become a well-known benchmark with a strong like to Madrid."*

Areas recently won the biggest contract in the history of Spanish airports, an ambitious project which includes these two launches, with an investment of 25 million euros, 47 outlets, 17,270 m² of sales area and forecast revenues of €1.48 billion over ten years.


María Carceller, the CEO of Grupo Rodilla, added: *"It's a great honor for Grupo Rodilla to have such a prestigious partner as Areas. Franchising is a strategic growth pillar for the company. So we want to tell the franchisees they have a great growth opportunity with us thanks to a profitable business. Just as we have done with Areas, we support them before and after opening the store, and are at their entire disposal to ensure its complete functioning."*



Areas, a business group catering to travelers' needs

Areas, founded in 1968, is a leader in food and beverage services and travel retail. With an international presence and a workforce of nearly 12,000, Areas currently manages 1,262 outlets in concession spaces such as airports, highway service plazas, train stations, shopping centers, exhibition venues and central city locations. The company's business model focuses on designing tailored offerings including its own brands -such as La Pausa, Deli&Cia, Caffriccio, News&Books, Sibarium, Eating Point, Natural Break and Divers), major franchises and partners (including Starbucks, Burger King, Adidas, Adolfo Domínguez, Subway, Rodilla or Lavazza), and co-brands created in collaboration with large specialized brands (such as Mahou Sports Bar, La Yoghourtería by Danone, La Bellota, Espace Evian and Carling Pub.

Areas is partially owned by Emesa and by the international group Elior, the third leading operator in the world in terms of concessions.

For further information, contact: www.areas.es and  @areas

In 2004, Areas became a founding member of the Spanish Network of the United Nations Global Compact.

Collaborates with:



For further information on Areas:

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About Grupo Rodilla

Rodilla been the benchmark for modern food and beverages in Spain for 75 years, with a focus on quality artisan products. Founded in 1939 by Antonio Rodilla, it has about 200 outlets and is completely focused on consumer needs, on modernizing their eating pleasure. It brings together a number of leading brands based on artisan, health-conscious, quality products: Rodilla (sándwich), Indias Coffee shop and Cafés Jamaica.

For further information: <http://www.gruporodilla.com>

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