

HMSHost International: exclusive partnership with LEON

New openings in Europe and the Middle East

Amsterdam, 12 February 2018 – HMSHost International announces the extension of their partnership with LEON, the UK ‘Naturally Fast Food’ brand.



The new agreement signed by HMSHost International and LEON builds on the experience of the nine existing LEON locations in the UK and the Netherlands. This extension of the relationship confirms the opening of new locations in railway stations and airports in primary European countries and in the Middle East. Exclusive to stations and airports in the UK, Belgium, Germany, Switzerland, Denmark, Finland, Norway and the Netherlands and solely for airports in the United Arab Emirates, Bahrain, Saudi Arabia, Kuwait, Turkey, France and Spain.

Thanks to these new openings more travellers and new guests can enjoy the fresh Mediterranean inspired food from LEON, in restaurants that are full of sun thanks to the natural design and warm welcome given by team members.

Walter Seib, CEO of HMSHost International: “We are delighted to announce the exclusive cooperation with LEON. We share a commitment for innovation as well as to help our guests customers feel good with their food choices. The new openings of this popular restaurant provides an appealing option and familiar brand for our guests to enjoy around Europe and the Middle East.”

LEON founder John Vincent: “In 2016 the LEON at Heathrow’s Terminal 2 received the ‘Fast Food/Quick Service Restaurant (QSR) of the Year’ award during the FAB AWARDS, which shows that bringing people food which tastes good and does them good, is more than welcome for busy travellers. I am proud of our partnership with Autogrill / HMSHost International, they are our extended family and we are very happy to be opening in more places, to serve more people, in partnership with them”.

The menu of LEON is inspired by the principles of Mediterranean cuisine, made with lots of fruits and vegetables, whole grains, seeds and flavoured with herbs and spices. LEON co-founder Henry Dimbleby founded the Sustainable Restaurant Association in 2010 which promotes sustainable and ethical conduct. Henry and John developed The School Food Plan in 2012, at the request of the UK government, which led to the implementation of Universal Free Infant School Meals.

In its native UK, LEON operates in some of the best known and loved parts of the capital – from South Kensington to High Holborn, from Carnaby Street to Regent Street, from Cannon Street to Victoria Street – as well as the King's Cross Station and Heathrow International Airport Terminal 2, which are operated by HMSHost International.

About HMSHost

HMSHost is a world leader in creating shopping and dining experiences for travel venues and is part of the Autogrill Group – the world's leading provider of food & beverage and retail services for people on the move. HMSHost operates international brands and proprietary concepts in more than 100 airports around the globe. Through its HMSHost International division, the company has F&B operations in more than 41 airports across Europe, the Middle East, Asia, and the Pacific.

About LEON

Founded by John Vincent and Henry Dimbleby in the UK in 2004, awarded Best New UK Restaurant by the British newspaper The Observer, LEON has revolutionized the concept of fast food, by successfully combining a focus on healthy and natural foods, based on fresh and organic ingredients, with the ability to meet people's quick break needs dictated by the pace of modern life.

For more information

Please contact:

Marlijn van Straaten, Director of Marketing & Communications

E: marlijn.straaten@hmshost.net

M: +31-6-22937713