

# SSP signs new contract to expand reach in Malaysia

SSP Group is expanding its F&B offer across key travel hubs in Malaysia after signing a new contract with Malaysia Airports Holdings Berhad (MAHB).

The agreement will see SSP operate a total of 29 units over a five to seven-year term at MAHB airports including Kuching International Airport (KCH), Kuala Lumpur International Airport (KLIA & KLIA2). It will also operate six lounges across the airports as part of the new deal.

SSP will introduce a variety of new F&B brands across the airports including local favorites targeted at domestic passengers. At KLIA and KLIA2, for example, it will open a number of OldTown White Coffee outlets, a “kopitiam” coffee shop chain based in Malaysia offering premium coffee and tea blends and authentic meals such as asam laksa and nasi lemak.

SSP will also bring world-renowned brands with global appeal to MAHB airports. This will include new outlets for Subway, as well as Coffee Bean & Tea Leaf at KLIA, KLIA2 and KCH, while Jamie Oliver and Hard Rock Cafe® will join the F&B line-up at KLIA Airport International satellite. SSP will be working with The Serai Group, a KL-based family run Malaysian hospitality company, to open outlets in KLIA.

In addition, it will also operate six lounges at KLIA & KLIA2 International and the Domestic Lounge at KCH, giving guests the opportunity to relax and refresh during their journey.

“Our detailed knowledge of this market and our strong brand portfolio, plus a phased investment plan aligned to the return of travelers mean the F&B and lounge offers at these three airports will be perfectly tailored to meet the needs of the passenger demographic, while providing significant opportunity for commercial growth. We are looking forward to working with MAHB to enhance the overall airport experience for travelers, while also increasing our presence in this important Asian market,” says Jonathan Robinson, Chief Development Officer, SSP Asia Pacific.