

SSP debuts in West Indies with win in Martinique

Leading food and beverage operator SSP Group has announced the securing of its first contract in the West Indies, at Société Aéroport Martinique Aimé Césaire (SAMAC).

As part of a major redevelopment at the airport, the food and beverage space will be expanded by over one-third, resulting in eight outlets as opposed to three. SSP will operate all of the new outlets, five of which will be landside and three airside.

The new outlets include a blend of local casual food offerings such as burger and grill restaurant Elizé, a beach-themed bar called Ti'Plage, and fresh juice bar Pressé.

One concept, combining the the best of Caribbean terroirs and global creativity, will be created in partnership with Martinique-based chef Nathanaël Ducteil.

There will also be a selection of international brands, including the first Starbucks in the West Indies, which is due to be open in July 2023. Operations will begin this month in three existing units, with renovations for future units to begin later this year, reaching completion in 2023.

Commenting on the deal, Gérard d'Onofrio, managing director of SSP France, Belgium and Luxembourg said: "As a popular tourist destination with over two million passengers passing through its gates in 2019 and ambitious plans for expansion, Aéroport Martinique Aimé Césaire faces a bright future. We're delighted to have a presence at this new location, and in particular to be bringing the first Starbucks to the island."