

Lagardère brings Panda Express to Europe



The ribbon cutting ceremony at Panda Express at Ramstein Air Base on August 2

Lagardère Travel Retail is bringing Panda Express from the United States to Europe. On August 2, 2022, the first restaurant in Germany opened at Ramstein Air Base. Working in close partnership with Panda Restaurant Group, Inc., the travel retailer plans to grow the American Chinese dining concept in Europe and other military bases.

The first Panda Express is located in Europe right in the main hall of the KMCC Exchange Mall, Ramstein-Miesenbach. In an area of around 60-meters-squared, guests can dine-in to enjoy Panda's American Chinese classics or order takeout. The restaurant is only accessible to the 55,000+ employees of the air base, military personnel, and registered guests.

"We are excited to bring Panda Express to Europe. Our opening of Panda Express at the largest military base outside the USA creates a completely new presence for Lagardère Travel Retail in Germany as well as internationally. And this is just the start of further growth in the fast-casual food service sector. In cooperation with our new strategic brand partner, Panda Express, and the Army & Air Force Exchange Service (AAFES), we are thrilled to introduce the popular American-Chinese cuisine of Panda Express to additional U.S. bases in Europe in the future," said Jochen Halfmann, CEO Lagardère Travel Retail Germany.

"We are thrilled to be entering the European market and opening the first Panda Express in Germany with Lagardère Travel Retail as our partner," said Doug Stalgren, Vice President of Panda Express International. "Having a partner with shared values and focus on people and quality is key in integrating our Panda culture across all aspects of the business and for our future growth in the

market. We also wish to acknowledge our Military guests and their families for their service and for their support of our growth. Our global Panda Family looks forward to bringing a memorable American Chinese dining experience to the community."