

SSP adds Greggs to portfolio in new deal



Greggs is providing market-leading value propositions and increased choice to passengers

F&B specialist SSP Group has secured a franchise deal with UK food-on-the-go retailer Greggs and is set to open stores across the UK.

The first unit has begun trading at Derby Railway Station, with other openings in progress.

Greggs will be providing market-leading value propositions and increased choice to passengers.

The new stores will be located in SSP units which will be converted to Greggs.

Richard Lewis, CEO, SSP UK & Ireland, says, "At SSP, we have a long history of bringing popular high street brands that customers love into travel locations. We're delighted to have struck a deal with Greggs, which not only delivers a great core range, but is constantly innovating to meet evolving trends.

"The deal has also been welcomed by our regional travel clients, who are looking forward to the opportunity to bring an instantly recognizable food offer to their platforms and concourses, and we hope to be able to grow the partnership beyond these initial sites."

Malcolm Copland, Commercial Director, Greggs, adds, "We are pleased to team up with SSP as our newest franchise partner. We know that high quality food on-the-go and convenience go hand in hand. This partnership further expands our presence in busy travel hubs, giving us the opportunity to bring our range of products to more customers each day."

Neil Grabham, Customer Services Director at rail operator East Midlands Railway, enthused, "Greggs 1

is a much-loved high street brand and I'm delighted to welcome them to Derby station. I am sure all customers traveling through Derby will recognize Greggs for the great value they offer and will be keen to support its opening."