

# BAA Cleveland ®

**FOR IMMEDIATE RELEASE**

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## **BAA Cleveland Begins Management of Food and Beverage Concessions at Cleveland Hopkins International Airport, Launches AIRMALL® Transformation**

*– Appoints Respected Local Restaurant Owner and Experienced Airport Concessions Operator to Manage Interim Offerings –*

**CLEVELAND, January 29, 2009** – **BAA Cleveland**, the developer of retail, food and beverage concessions at Cleveland Hopkins International Airport (CLE), has officially assumed management responsibilities for food and beverage concessions at CLE. This marks the official transformation of all retail, food and beverage operations from the previous operator to BAA Cleveland.

“BAA Cleveland is excited to share how the new AIRMALL® will take shape and how it will undoubtedly enhance the passenger experience at Hopkins when it is completed. Our long-term plans include a mix of local, regional and national brands that will all offer ‘Regular Mall Prices...Guaranteed,’ which is the hallmark of the AIRMALL®,” said Tina LaForte, vice president of BAA Cleveland.

While the transformation to the AIRMALL® is taking place in 2009, BAA Cleveland has appointed the members of a joint venture to develop and manage interim food and beverage concessions throughout the airport:

- **AES Management Corp.**, owned and operated by Anthony E. Smith, who is the president and franchisee of fourteen Popeyes restaurants in Northeast Ohio. Smith has two decades of restaurant management experience and employs 200 people in the region.
- **PremAir Hospitality Group, LLC**, a subsidiary of NewsLink Group, LLC. PremAir Hospitality Group currently manages concessions at Miami, Boston-Logan, Ft. Lauderdale-Hollywood, JFK and Newark airports.

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Passengers at Hopkins will be able to choose from a wide variety of interim fast-casual offerings, sit-down restaurants and taverns as the final transition to the AIRMALL® begins:

- **Prime-1 Slider Company**, serving tasty baby burgers with their own special sauce.
- **Mia Nonna Pizzeria**, which in English means “My Grandma’s Pizza.” Expect superior-tasting pizza made with the freshest ingredients and served by the slice.
- **Caffé Siena** will serve travelers Royal Cup Coffee, the brand featured by Ritz-Carlton Hotels and the Intercontinental Hotel Group. Choose from a distinctive blend of specially selected beans offered in gourmet espresso, Italian roast and decaffeinated.
- **5300 Boulevard**, a contemporary metropolitan bar and grill with tasty American fare and top-shelf beverages.
- **Cantina El Agave**, serving authentic Mexican and Southwestern food in a colorful and fun atmosphere.
- **Home Field**, a classic sports bar with pub favorites that will also pay homage to Cleveland’s sports heritage.
- **Brewers Alley**, pouring a fine selection of local, national and imported beer on tap and in bottles.
- **West Side Provisions**, offering grab-and-go food and a wide array of baked goods.

Travelers will also have access to highly respected national brands during the transition, including Cinnabon®, Pizza Hut® and Ben & Jerry’s® Ice Cream.

Individuals interested in securing employment with the new AIRMALL® at CLE can begin the process by visiting [www.airmall.com](http://www.airmall.com) and submitting an online application. For more information, call **1-800-ITS-FAIR**.

The City of Cleveland forged a ten-year contract with BAA Cleveland in February 2008 to develop and manage concessions at Cleveland Hopkins International Airport. The city anticipates that the new AIRMALL® at CLE will double retail sales figures at Hopkins over a ten-year period, double the number of concession jobs, and double the current participation rate of local and minority-owned companies.

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**About BAA Cleveland**

**BAA Cleveland, Inc.** is the developer and manager of the retail and concessions program at Cleveland Hopkins International Airport (CLE). In 2008, BAA entered into a ten-year contract with the City of Cleveland to transform the retail, food and beverage concessions into the AIRMALL® at Cleveland Hopkins International Airport, a strategic combination of well-known national brands and high-quality local concepts offered at “Regular Mall Prices...Guaranteed.” BAA Cleveland is a project of BAA USA, the developer and manager of the retail, food and beverage operations at the AIRMALLs® at Pittsburgh International Airport, Baltimore/Washington International Thurgood Marshall Airport, and Boston Logan International Airport (Terminals B and E). BAA USA is an affiliate of BAA Limited, the world’s leading airport company, which owns and operates seven UK airports (Heathrow, Gatwick, Stansted, Southampton, Aberdeen, Edinburgh and Glasgow). For more information, visit [www.airmall.com](http://www.airmall.com) or [www.baausa.com](http://www.baausa.com).

**About BAA USA**

**BAA USA** is the master developer and manager of the retail, food and beverage operations at the AIRMALLs® at Pittsburgh International Airport, Baltimore/Washington International Thurgood Marshall Airport, Cleveland Hopkins International Airport, and Boston Logan International Airport (Terminals B and E). BAA USA is affiliated with BAA Limited, the world’s leading airport company, which owns and operates seven UK airports (Heathrow, Gatwick, Stansted, Southampton, Aberdeen, Edinburgh and Glasgow). BAA has taken significant shareholdings in international airports, including Naples, Italy. The company’s core skills include airport management, retail development and leasing, property development, and project management. For more information, visit [www.airmall.com](http://www.airmall.com) or [www.baausa.com](http://www.baausa.com)

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