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# For Immediate Release

## **HMSHost's B4 YOU BOARD™ Mobile App Greets Travelers in Phoenix** *Mobile food delivery app now available at Phoenix Sky Harbor International Airport*

PHOENIX, AZ—Global restaurateur [HMSHost](#) launched today its award-winning mobile app **B4 YOU BOARD** at Phoenix Sky Harbor International Airport. A traveler favorite, HMSHost's **B4 YOU BOARD** is the first and only smartphone app that allows users to browse menus, order meals *and* have that meal delivered to them hot and fresh at their gate. **B4 YOU BOARD** reaches Phoenix just in time for HMSHost's opening of several new restaurants at Sky Harbor, from which travelers can place orders through the app, including Barrio Café, Blanco Tacos & Tequila, Chelsea's Kitchen, Cowboy Caio, Dilly's Deli, Focaccia Fiorentina, Modern Burger and Olive & Ivy and Sauce. **B4 YOU BOARD** is free and available for the iPhone from the [Apple App Store](#) and for select Android phones from the [Google Play Market](#).

"**B4 YOU BOARD** provides our travelers with an additional, convenient way to purchase a fresh meal before their flight," said Danny Murphy, Aviation Director, Phoenix Sky Harbor International Airport. "This app is another way in which we can continually improve customer service, aligning our offerings with our travelers' lifestyle."

"Phoenix Sky Harbor International Airport is the perfect location to launch **B4 YOU BOARD**," said HMSHost Vice President of Business Development Stephen Douglas. "With so many new restaurant options, the **B4 YOU BOARD** ordering process will provide travelers an opportunity to try meals from various restaurants in the airport, without ever leaving their gate. They no longer have to fret about getting through the security line and not having time to grab a bite; now they can place an order and have it delivered or ready for pick up in just 20 minutes."

**B4 YOU BOARD** launched in May 2011 with a pilot program at the JFK International Airport. Since then, HMSHost has expanded the application's offerings to include Minneapolis-St. Paul International Airport, Chicago O'Hare International Airport, Sacramento International Airport and Salt Lake City International Airport.

**B4 YOU BOARD** has been the recipient of numerous awards and accolades. It was the first place winner of Airports Council International-North America's Best Innovative Consumer Experience Concept or Practice, as part of its prestigious Richard A. Griesbach Excellence in Airport Concessions awards program; was recognized by National Restaurant Association as one of the three Most Significant Technological Innovations in the entire restaurant industry in 2012; and has been featured on CNN, FOX, CBS and *Chicago Tribune* among other media outlets.



### **About HMSHost**

[HMSHost](#) is a world leader in creating dining and shopping for travel venues. HMSHost operates in more than 100 airports around the globe, including the 20 busiest airports in North America. The Company has annual sales in excess of \$2.7 billion and employs more than 34,000 sales associates worldwide. HMSHost is a part of Autogrill Group, the world's leading provider of food & beverage and retail services for people on the move. With sales of over €5.8 billion in 2011, the Group operates in 35 countries and employs some 62,800 people. It manages over 5,300 stores in more than 1,200 locations worldwide. Visit [www.HMSHost.com](http://www.HMSHost.com) for more information. We can also be found on Facebook at [fb.com/HMSHost](http://fb.com/HMSHost) and Twitter [@HMSHost](https://twitter.com/HMSHost).

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