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Global Restaurateur HMSHost Receives Three Awards for Digital, Mobile and Social Media Innovation from “The Moodies”

BETHESDA, MD—Global restaurateur HMSHost has received three awards for innovation from “The Moodies,” the world’s first airport-specific digital, mobile and social media awards, announced today via various social media platforms. HMSHost was honored as the winner in the Best Marketing Campaign-F&B Operator category for its Gateway to Adventure Sweepstakes; winner in the Best Mobile App-F&B Operator category for its B4 YOU BOARD™ mobile app; and highly commended in the Best Use of Social Media Overall-F&B Operator category.

“Receiving this recognition by such a prominent industry publication as *The Moodie Report* is a testament that our digital, mobile and social media efforts are being well received by the industry and our customers,” said HMSHost President & CEO Tom Fricke. “Our B4 YOU BOARD mobile app has been extremely popular with travelers and has recently launched at a sixth airport. Our Gateway to Adventure Sweepstakes was highly visible and successfully engaged travelers, rewarding them with valuable prizes and capturing their attention in new and exciting ways.”

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 launched at the JFK International Airport, and has since expanded its offering to include Minneapolis-St. Paul International Airport, Chicago O’Hare International Airport, Sacramento International Airport and Salt Lake City International Airport and Phoenix Sky Harbor International Airport.

HMSHost’s recent Gateway to Adventure Sweepstakes gave travelers the opportunity to put some adventure back into their travels through a sweepstakes offering over 100 prizes just for checking in at HMSHost restaurants through foursquare. With this initiative, HMSHost combined traditional marketing tactics with technology to notify users about offers based on their current location and delivered an innovative and engaging social media marketing promotion aimed at targeting peak travel.

“These awards were designed to champion and reward thought leadership, innovation and consumer interaction in the social media environment,” said The Moodie Report Director Digital Media & Innovation and Head of the Judging Panel Matt Willey, in a statement by *The Moodie Report*. He went on to say, “The exceptional list of winners proves that the airport community has truly embraced social and digital media, making huge strides forward in the way businesses interact and engage with travelers.”

In addition to Matt Willey, “The Moodies” judging panel was also led by Appleyard Communications Director Avril Appleyard and BBC Future Media & Technology/BBC Online Social Media Executive Nick Reynolds.

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 for more information. We can also be found on Facebook at fb.com/HMSHost and Twitter [@HMSHost](https://twitter.com/HMSHost).

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