



Media Contact: communications@hmshost.com

For Immediate Release

Fort Lauderdale-Hollywood International Airport's Restaurant Makeover Takes Flight; HMSHost Opens Shula Burger and Starbucks, the First in a New Dining Era at the Airport



Cutting the ribbon, from left to right: Mikel Walker, Senior Director of Operations, HMSHost-FLL; Peter Amaro, Managing Director and Co-Founder, Master ConcessionAir; Derryl Benton, Executive Vice President of Business Development, HMSHost; Derrick Pratt, Regional Vice President, Starbucks Licensed Retail Stores; Tarra Pressey, President/CEO, Tarra Enterprises, Inc.; Dave Shula, President, Shula's Steak House; Coach Don Shula, Founder, Shula's Steak House; Michael Price, Vice President of Business Development, HMSHost; Mary Anne Shula, CEO, Shula's Steak House; Mayor Barbara Sharief, Broward County; Kent George, Director of Aviation, Broward County Aviation Department

FORT LAUDERDALE, FL — Airports across the country are fast becoming culinary destinations, with increasingly high-quality restaurants making their way to travelers. Fort Lauderdale-Hollywood International Airport is the latest airport to begin its restaurant revolution. Today marked those first steps with the grand openings of **Shula Burger** and **Starbucks**, the first of 25 new restaurants global restaurateur [HMSHost](http://HMSHost.com) is bringing to the airport, in partnership with Master ConcessionAir and Tarra Enterprises, Inc. Joining the opening celebrations were Broward County Mayor Barbara Sharief and NFL Hall of Fame Coach Don Shula. Shula Burger and Starbucks are located in Terminal 1.

"We are delighted to partner with HMSHost and these new concessions that will improve the passenger experience. Shula Burger and Starbucks are two terrific brands travelers will embrace," said Kent George, Director of Aviation for the Broward County Aviation Department.

Shula Burger, inspired by NFL Hall of Fame Coach Don Shula and his Shula's Steak House brand, will offer travelers an outstanding dining experience and a chance to celebrate Florida's sports history. Shula Burger serves some of the most creative burger combinations found anywhere, not just in an airport. Take the French Onion Burger with caramelized onions, double portions of gruyere cheese, garlic mayo and crushed garlic croutons—a combination of French Onion Soup and a cheeseburger, what could be better? How about a combination of two American classics in The Don Burger—a burger AND a hot dog, served on a brioche style bun, with pickles, onion sauce, American cheese, ketchup and yellow mustard. Now THAT'S a burger! Shula Burger will tickle the taste buds of all travelers at Fort Lauderdale and leave them coming back for more.

Dave Shula, President of Shula's Steak House said, "Shula Burger is excited to be a part of the revitalization of the FLL dining experience. Our Shula Burger customers in South Florida are happy to know they will be able to get their favorite burger on their way out of town or to welcome them home. Travelers to South Florida will be introduced to "America's Burger". We're proud to be able to provide travelers with great food & drink in a comfortable setting."

Knowing where the nearest Starbucks is has become an essential part of the day for many people. Now, travelers in Terminal 1 at Fort Lauderdale-Hollywood won't have to go far for America's most popular coffee shop. Everyone has their favorite Starbucks drink. Whether it's a Frappuccino, Caramel Macchiato or a traditional Americano, Fort Lauderdale travelers can now get their fix inside the airport. And don't forget about the variety of delicious baked goods and healthful snacks, perfect for travelers on the go with little time to spare.

"Bringing these new options to travelers at Fort Lauderdale-Hollywood International Airport is the first step in creating one of the most robust airport dining programs in the country, and everyone at HMSHost and our joint venture partners Master ConcessionAir and Tarra Enterprises are excited to help in this transition," said Michael Price, Vice President of Business Development at HMSHost. "We have long relationships with Coach Shula and his team, as well as Starbucks, and we are excited to bring their offerings to more travelers."

About HMSHost

Global restaurateur [HMSHost](http://www.HMSHost.com) is a world leader in creating dining 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 30,000 sales associates worldwide. HMSHost is a part of Autogrill Group, the world's leading provider of food & beverage services for people on the move. With sales of around €4 billion in 2013, the Group operates in 30 countries and employs some 56,000 people. It manages approximately 4,700 stores in over 1,000 locations worldwide. Visit www.HMSHost.com for more information. We can also be found on Facebook at [fb.com/HMSHost](https://www.facebook.com/HMSHost) and on Twitter at [@HMSHost](https://twitter.com/HMSHost).

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