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Fresh New Food & Beverage Concessions Approved for Detroit's McNamara Terminal

~ Airport Authority approves 25 new airport restaurant concepts at Detroit Metropolitan Airport

~ *P.F. Chang's, Andiamo, Zingerman's Deli, Eastern Market and gate area dining among new program highlights*

March 20, 2014, DETROIT, MI: The Wayne County Airport Authority today approved the next phase in a major redevelopment of the concession program at Detroit Metropolitan Wayne County Airport's (DTW'S) McNamara Terminal. Eight concession agreements were approved for 25 new food and beverage concepts that will transform the airport's restaurant and dining experience over the next year and a half.

Featured concepts will include national brands such as: *P.F. Chang's, Chick-fil-A, Longhorn Steakhouse, Bruegger's Bagels, Potbelly Sandwich Works, Pinkberry* and *illy espressamente*, among others. The program also introduces many local culinary favorites such as: *Andiamo*, the terminal's first upscale Italian restaurant, *Plum Market with Zingerman's Deli, Corridor Sausage Company, Grobbel's Gourmet Deli, Crave Robata Grill and Bar, Papa Joe's Gourmet Market, Mezza Mediterranean Grille, Palazzolo's Artisan Gelato and Sorbetto* and a gate holdroom dining experience themed on Detroit's historic *Eastern Market*.

"This new McNamara Terminal Food & Beverage program will elevate our passenger's travel experience to new levels," said Wayne County Airport Authority CEO, Tom Naughton. "Combining a great mix of well-recognized, national and international brands with the quality, freshness and local flavor of many of Detroit's finest and most successful restaurant/food concepts; we think our customers will really enjoy and appreciate the new unique dining experience these venues will create."

Incorporation of innovative technologies such as use of iPad and tablet self-ordering stations, mobile point of sale devices, social media and web-based platforms, even a virtual concierge, will enable increased convenience, speed of service and opportunity for travelers to find and order exactly what they are looking for, even from the comfort of their gate areas, in several locations.

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In addition to re-soliciting existing concession agreements that will begin to expire later this year, the airport took the program a step further by incorporating new, previously undeveloped spaces into the list of program opportunities. A vacant former Northwest Airlines WorldClub on Concourse B, as well as parts of several gate area holdrooms were made available for concessionaires to show creativity, and propose new non-traditional food and beverage spaces and service enhancements, within the existing gate areas. The new program will add approximately 22,000 square feet of additional space to the McNamara Terminal Food and Beverage program, and is expected to generate nearly \$31.6 million of capital investment (more than \$614 per square foot on average).

“The combination of great concepts and design, high-quality chef-inspired menu options, convenient gate-area dining, and new technology and service enhancements, will make our program truly unique,” said Wayne County Airport Authority Senior Vice President of Facilities & Development, Marcus Kemper. “Since the Airport Authority is entirely self-sustaining and does not receive local tax dollars to support our operations, the enhanced non-airline-based revenue these new concessions will generate for the Authority are vital, and help ensure we maintain a competitive cost structure which encourages new air service development.”

During the first full year of the program, sales are anticipated to be approximately \$63 million, an increase of more than 47.5% above the current program, and revenue to the Authority is projected to be over \$10 million, an increase of \$3.7 million or 57.3%.

The airport began the planning process for the new food and beverage program more than a year ago. It held multiple business outreach forums last summer and issued a Request for Proposals (RFP) in September of 2013 for the new restaurant opportunities. Forty five proposals from 19 different companies, representing more than 108 concepts were received this past December. Three separate and independent evaluation committees spent more than two months reviewing the proposals, prior to making award recommendations.

“We had an outstanding response from many companies interested in our program,” said Wayne County Airport Authority Director of Concessions, Greg Hatcher. “Our current concession program and operators have been well-recognized since we opened the McNamara Terminal more than 12 years ago, and they do a fantastic job; but in order to continue to compete and stay fresh, we need to be willing to change and adapt with the times. Combined with the recent improvements to our retail program, I’m confident these new venues will help our airport remain on the leading edge in the industry for unique passenger services and amenity offerings.”

Successful proposers for these food & beverage opportunities included: locally-based *Midfield Concessions Enterprises (MCE-DTW, JV)*, Atlanta-based *Hojeij Branded Foods (HBFAPU JV)*, *McDonald’s USA*, and Miami-based *Areas USA (Areas McNamara JV)*.

Design and construction of the new concession spaces will commence shortly, and is anticipated to be complete by the Fall of 2015. A smooth phased-in construction process will ensure service levels and revenue streams are maximized during the transition.

Descriptions of the new approved food and beverage concessions are provided below. A terminal map showing locations of the new concessions, copy of preliminary design renderings and additional information about the new program are available by: [Clicking Here](#).

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Detroit Metropolitan Wayne County Airport (DTW) welcomed more than 32 million passengers in 2013 and is one of the world's leading air transportation hubs. With service from 12 scheduled passenger airlines, Michigan's largest airport offers more than 1,100 flights per day to and from nearly 150 non-stop destinations on four continents. In 2010, DTW ranked highest in overall customer satisfaction among large airport in the J.D. Power and Associates North America Airport Satisfaction Study. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world's most efficient, customer friendly and operationally capable airports in North America. DTW is operated by Wayne County Airport Authority, which also operates nearby Willow Run Airport – an important corporate, cargo and general aviation facility. The Airport Authority is entirely self-sustaining and does not receive any tax dollars to support airport operations. Visit www.metroairport.com for more information.

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New Restaurants / Food & Beverage Approved for Detroit Metro Airport's McNamara Terminal –

- Coming in 2014-2015 -

Package 1

The Eastern Market Dining Experience

- *Crave Robata Grill & Bar* – Anchor restaurant for the Eastern Market dining experience featuring Dearborn's own unique jazzy vibe and Master Chef, Khalil Ramaden's inspired menu selections, such as: Kobe beef burgers, robata-grilled Michigan Walleye, prime rib sliders, and more
- *Grobbe's Gourmet Deli* –founded in Detroit, Grobbe's is America's oldest corned beef specialist & will serve a variety of Michigan-inspired soups, burgers, gourmet salads, McClure pickled cucumbers and more
- *The Shed* – Similar to the *Shed 5* Project at Detroit's historic Eastern market, the concept will include a communal dining area complementing each of the concepts above, and feature a central lounge serving over 18 craft and domestic beers and choice Michigan wines
- *Corridor Kitchen* - Detroit-based artisan meats, sausages and charcuterie
- *Palazzola's* - Artisan Gelato & Sorbetto
- *Coffee Beanery* – Michigan-based gourmet coffee company

Andiamo – Detroit's premier Italian restaurant and steakhouse, locally known and for its award-winning authentic cuisine , warm atmosphere and impeccable service

Package 2

Espressamente Illy /Fountain Bar – Italy's premier gourmet coffee & espresso brand known and served in many of the world's finest restaurants and coffee bars, complemented by contemporary and innovative Fountain Bar lounge adjacent to the terminal's water feature

Package 3

PF Chang's China Bistro – Often referred to as *America's favorite Bistro*, offering contemporary Chinese and Asian cuisine

Longhorn Steakhouse – Nationally recognized favorite for fresh steaks, ribs, chops, chicken and more

Potbelly Sandwich Shop – Made-to-Order sandwiches, and craveable salads, soups, hand-dipped milkshakes, smoothies, fresh baked cookies and more

Package 4

McDonald's – One of the most recognized brands in the world and leading quick-serve retailer, with more than 34,000 restaurants across the globe, and serving 68 million people in more than 119 countries every day.

Package 5

The Box Park Dining Experience

- *Chick-fil-A* - Famous for their creative "Eat mor Chikin" ads, fresh ingredients and hand-breaded chicken recipes, with only one other location currently in Michigan, one of the most highly sought after brands in the market today

- Bruegger’s Bagels – Fast casual bakery well known for it’s New York-style bagels, Vermont cream cheese choices, custom roast coffee, fresh panini’s, soups, salads, desserts and more
- *Gordon Biersch* – Serving sophisticated gourmet food and a perfectly crafted and authentic German Lagers. Menu will be highlighted by items such as lobster and shrimp tacos, flame grilled strip steak, marzen ale barbeque burgers, paired with handcrafted German ales
- Pinkberry – Unique, proprietary fresh and frozen yogurts with hand-cut fruits and personalized toppings bar. Features healthy ingredients 100% free of high fructose corn syrups, hydrogenated oils and trans fats
 - Also provides all natural Kosher and gluten free options

Plum Market / Zingerman’s Deli – Beloved Michigan/Ann Arbor area favorites, well known for locally-sourced natural, organic, and specialty items found in a high-end gourmet market. Famous Zingerman’s made-to-order sandwiches and bakehouse favorites, along with Michigan wines and craft beers.

Bigalora Cucina- Local Chef Del Signore’s brings his Michigan-based handcrafted Napoletana-style pizza, made with select “Biga” yeast to DTW, along with rustic small plates, house-made ragus, and classic fresh Italian entrees

Package 6

Mezza Mediterranean Grille – One of the most successful Middle-eastern style restaurants in the Detroit Metropolitan area, with five other area locations, Mezza will serve-up delicious fresh and healthy Mediterranean favorites in a unique atmosphere, centered around a real olive tree and contemporary courtyard setting

Package 7

Sora – No stranger to DTW, Sora (“Sky” in Japanese), is an award-winning Detroit original; one of the first airport restaurants to offer fresh authentic gourmet sushi. With a completely new design and warm décor, Sora will continue to delight with the artful mastery of its Japanese sushi chefs, new gorgeous design, and expanded Asian menu

Package 8

Fire and Ice Dining Experience

- **Papa Joe’s Dining Room** – Born from Michigan’s own *Papa Joe’s Gourmet Market* (see below) Birmingham/Rochester, Michigan-based Papa Joe’s will bring homemade soups, signature pizzas, freshly baked breads, and a prominent selection of fresh olives and cheeses from around the world to this brand new gate holdroom dining experience on DTW’s B Concourse.

Embers Fire & Ice Lounge – Complementing *Papa Joe’s Dining Room*, this unique, contemporary lounge will serve customers throughout the surrounding gate areas with a broad selection of choice Michigan craft beers, wines from prized vineyards, and hot and cold libations.

Chili’s Restaurant Bar & Grill / Papa Joe’s Market – At the intersection of Concourse B and C, this brand new concession space will feature fast, casual, popular tex-mex favorites from nationally-known Chili’s Bar and Grill, complemented by fresh and convenient grab-and-go sandwiches, wraps, salads, and more from Papa Joe’s Gourmet Market.

Max & Erma’s – A new location for a popular DTW favorite, Max & Erma’s is well known for their fun, relaxed atmosphere. Famous for their fresh, never frozen burgers and friendly service, this restaurant will continue to please in its new home under the terminal’s South Tram Station.

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