



ST. JOHN'S
International Airport Authority

News Release

Concessions Program Expands with Freshii and Tim Hortons

Strong local and national brands represented in the Airport's Concessions Program

ST. JOHN'S, NL, Thursday, April 25, 2019 – St. John's International Airport's new Concessions Program continues to expand with the announcement today that Freshii is the latest food and beverage offering that will be available at the Airport this summer, and that the first of two full-menu Tim Hortons restaurants is now open near the check-in area of the Airport Terminal Building.

"We're delighted to welcome Freshii to our Airport, and are confident that the healthy food options infused with the latest food trends on offer will be well-received by passengers, employees and flight crews. We are also very pleased to have the anxiously-awaited Tim Hortons open on the first floor of the Airport Terminal Building," said Marie Manning, Director – Marketing and Business Development, St. John's International Airport Authority. "These additions offer more choice for passengers and strengthen the sense of place with the addition of these strong Canadian brands and flavours," said Manning.

The addition of both Freshii and Tim Hortons complement the successful Concessions Program that has been put in place since Phase One of the Expanded Terminal Building opened in July 2018. Freshii satisfies many dietary preferences and needs (gluten-free, keto, dairy-free, vegetarian and vegan) while Tim Hortons is an iconic Canadian food brand, specializing in coffee and baked goods. Both Freshii and Tim Hortons offer rewards programs at these outlets, adding more value for frequent travellers. These new offerings will also add to the appeal for passengers to arrive early to enjoy all the new amenities now available at the Airport. Since the expanded Departures area opened last summer, the response to the new concession offerings has exceeded expectations with an overall increase in sales revenue by 23 per cent.

"We are so excited to be opening our third Freshii location in St. John's at the St. John's International Airport!" said Michelle Pye, Owner and Operator, Freshii. "When travelling, many people are looking for healthy options, so now we can help energize their travel experience. There will be seven different nutrition-led menu categories – bowls, burritos, salads, wraps, soups, smoothies & juices – all designed to energize people on the go. My business partners and I are from St. John's so we have seen the airport change and grow. We are thrilled to be a part of the Airport expansion and we look forward to serving the many visitors to Newfoundland & Labrador," said Pye.

The 24/7 full menu Tim Hortons location on Level 1 of the Airport Terminal Building opened on April 16th , 2019, providing service to employees working around the clock, to greeters picking up loved ones, and to arriving passengers. The new Freshii outlet and the Tim Hortons second full-menu restaurant will be located in the Departures Lounge in the area previously occupied by pre-board screening, near Gate 3. Construction will commence shortly, and both are planned to be open this summer.

“We are very excited to be open at YYT. We look forward to providing a full service Tim Hortons to locals and ‘Come from Aways’ as they enter and exit our beautiful province,” said Marlene and Mike Van De Wiel, Franchise Owners, Tim Hortons.

St. John’s International Airport’s Concession Program now consists of the following food and beverage and retail options that highlight local and national brands, products and flavours:

- Yellowbelly Public House & Brewery – full-service family restaurant
- Newfoundland Chocolate Company Café – premium coffees, sandwiches, snacks, artisanal chocolates and NL merchandise
- Booster Juice – smoothies, fresh-squeeze juices and delicious hot food items
- Tim Hortons – coffee and full menu breakfast and lunch items, baked goods
- Freshii - bowls, burritos, salads, wraps, soups & juices
- Best Buy – one-stop shop for gadgets on the go
- JellyBean Harbour, Breakwater Place and Relay – travel essentials
- Heritage Shop – arts, crafts, gifts and books from local craftspeople

St. John’s International Airport Authority is a private, not-for-profit, non-share organization with the mandate to provide the region with a safe, cost-efficient transportation facility that is a catalyst for economic growth. Under the provisions of a long-term Ground Lease with the Federal Government of Canada, the Airport Authority is responsible for the airport’s operations on behalf of the community it serves.

Media contacts:

Sara Sullivan
Marketing and Communications Advisor
St. John's International Airport Authority
709-758-8756, 709-725-3460
ssullivan@stjohnsairport.com
www.stjohnsairport.com

Michelle Pye
Franchise Owner, Freshii
709-747-0777
michelle.pye@freshii.com

Marlene and Mike Van De Wiel
Franchise Owners, Tim Hortons
709-746-0903
mj.vandewiel@gmail.com
ma.vandewiel@gmail.com