

The "king of hamburgers" lands at the Naples airport

Sunday, 16 December the new "Burger King" restaurant, located on the first floor of the terminal, will open to the public

This Sunday, a new Burger King restaurant will open at the Naples airport. Burger King, part of the Autogrill Group, is a world leader in the field of food services for people "on the go".

The Burger King opening is part of a long term plan to modernize and expand the services offered within the airport. Autogrill already operates in the airport with Spizzico, two cafés and a full-service restaurant. By 2002, Autogrill, in partnership with Gesac, plans to complete a re-qualification process of the services by renovating the two cafés and opening a Ciao cafeteria-style restaurant.

The first floor of the airport, where the shops of the "Galleria Napoli" are located thus will continue to provide passengers and visitors alike with areas where they can shop and eat in a relaxed atmosphere.

The new 120m², 92-seat facility, with 20 employees, is located in a recently renovated area with a view over the aircraft aprons and will be open every day from 10:00 a.m. to 10:00 p.m.

Corporate information and key figures

Burger King, was introduced in Italy by Autogrill in 1999 thanks to a master franchising agreement with Burger-King headquarters based in Miami, Florida. Burger King, with 12,000 locations worldwide, attributes its extraordinary success to three fundamental factors:

- Taste: Burger King hamburgers are the best because they are made from safe, carefully selected beef and are flame broiled which, as opposed to grilling, results in lighter, leaner hamburgers.
- "Have It Your Way": thanks to this exclusive Burger King formula, hamburgers can be customized by adding or taking away various ingredients according to preference.
- Products: Burger King products are exclusive and cater to all tastes. Burger King's best selling and most popular products include the Whopper, a rich and tasty hamburger introduced in 1957 and served worldwide to almost 5 million customers a day, King chips and last, but not least, Burger King's famous fried onion rings.

Information on the Autogrill Group

Autogrill is part of Edizione Holding, the Benetton family holding company which retains 57.09% of the capital. Autogrill is present in 16 countries and four continents: North America and Europe (where the majority of the business is concentrated), Oceania and Asia. In 2000, turnover was equivalent to 3,041 billion euro. The Group focuses its food service operations in five main sectors: airports, railway stations, motorway service stops, shopping centres and urban quick service locations.