

Carlos Bernal, new CEO of Areas USA

Barcelona, February 13th, 2020 - Areas, one of the world's leaders in Food&Beverage and Travel Retail, have named Carlos Bernal as the new CEO of Areas USA.

Bernal is an experienced and results oriented Senior Executive with over 25 years of hospitality industry experience. His experience includes senior level responsibilities with some of the leading players in our industry like Westfield, Delaware North, Wagamama and HMS Host. He brings significant leadership experience managing high growth companies, corporate repositioning and on-the-ground operations within multiple business venues encompassing a broad range of restaurant concepts for private and publicly held companies.

His experience in deal negotiations, franchising, contract/lease negotiations and RFP submittals, as well as his demonstrated expertise at building and managing successful management teams and restaurants will be key in the development of Areas' strategic plan in the USA.

Previous CEO, Sergio Rodriguez, will stay close with Bernal to ensure a smooth transition during his onboarding within the Areas USA team. Rodriguez was recently appointed as CEO of Areas, Iberia.

Oscar Vela, CEO of Areas Worldwide, said "With the addition of Carlos to the USA team I am confident we are now in a very strong position to develop our ambitious growth plans."

About Areas

Areas is one of the world leaders in food & beverage and travel retail with €1,900 billion in turnover in 2018/2019. Each year Areas welcomes 348 million clients to its 1,928 outlets in 12 countries in Europe, the USA, Mexico and Chile.

As the caterer of choice in the travel and leisure markets, focusing on quality for more than 50 years, Areas is present in transportation hubs large and small across the world (airports, train stations, motorway service plazas), as well as in exhibition centers and leisure parks. Building upon a culture of operational excellence, Areas draws on its in-depth understanding of travelers' needs and the most extensive range of catering concepts on the market to offer the perfect blend of ingredients for each of its 950,000 daily customers to savor.

For more information: <http://www.areas.com>

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