

PRESS RELEASE

AREAS FOR CHANGE CHALLENGE, THE NEW OPPORTUNITY FOR THE FOOD & BEVERAGE'S STARTUPS ECOSYSTEM IN TRAVEL RETAIL

Areas challenges the international entrepreneurial community to find real solutions related to sustainability, gastronomy, and digitalization challenges within the industry of food & beverage and travel retail

Barcelona, January 12th 2023.

Barcelona, date, 2022. **Areas**, the global leader company that manages restaurants and convenience stores at airports, train stations, and motorway travel plazas and which operates in 10 countries, has launched **Areas for Change Challenge**, its first Startups Challenge, to identify specific and feasible solutions to respond their business and sectorial challenges within the industry of food & beverage and travel retail, especially in terms of sustainability and consumer experience.

The company has launched this new initiative in the framework of its ESG strategy (People, Planet, Future): Areas for Change strategy, and in collaboration with **Eatable Adventures**, one of the leading global Foodtech accelerators. With this program, Areas is looking for startups delivering real solutions to the following challenges:

- People: healthier products for breakfast and grab & go moments on the move
- Planet: solutions for managing the waste generated in the Areas' restaurants
- Future: digital or robotic solutions to improve efficiency

The selected startups will have the opportunity to work with a leading company in the sector and access its international network: a 3-month pilot program in Areas' locations at a global level; product placement expertise in Areas' most relevant points of sale; support in go-to-market strategies with Areas professional team, consumer insights analysis by Areas expertise; investment for your project to take off and a potential future agreement to become a supplier.

According to Oscar Vela, CEO at Areas, *"Areas promotes this challenge to find solutions that will reinvent the sector of travel retail and will help to promote a greater environmental commitment and experience for the travelers. We look for solutions that respond to the great challenges that we will face in the travel retail industry in the next years"*.



In words of Itziar Ortega, Senior VP of Global Operations at Eatable Adventures "We are very excited to launch this new challenge with a leading innovation company with an international presence such as Areas. The selected startups will have the great opportunity to scale and expand their business by working with a global leader in the travel retail sector, having access to all its know-how, infrastructure and network of points of sale. Thanks to the commitment of partners like Areas, we continue to accelerate the industry's transition to a much more sustainable and efficient model."

Those startups that are interested in taking the market to the next level can register here: <https://areasforchange.com/challenge/>

About Areas

Established in 1968 in Barcelona (Spain) the company has become a global leader in the Travel Retail and Food & Beverage industry. The global company has operations in 87 airports, 236 motorway plazas, and 80 train stations in 10 countries. Each year, Areas welcomes 350 million customers in 1,900 restaurants and stores located in the main transportation hubs, exhibition centers and leisure parks.

About Eatable Adventures

Eatable Adventures is one of the most relevant food-tech accelerators in Europe and Latam with more than 36 corporate programs launched, a deal flow of 2,200 global food-tech startups each year and operations in four continents.

Eatable Adventures detects, promotes and invests in the most disruptive startups that promise a relevant impact on the agri-food value chain, by developing and implementing successful collaboration models with leading companies in the food industry, generating innovation opportunities at high speed.

For more information:

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