



## **The successful “Haferkater” brand from Berlin opens its first Austrian store at Vienna Airport**

Effective immediately, Vienna Airport offers travellers an expanded offering of restaurants. Starting today, 26 March 2024, “Haferkater”, Germany’s most popular porridge expert, will be operating at Vienna Airport. The first international expansion of the Berlin-based startup is taking place following the opening of more than 20 outlets throughout Germany. The new store offers the popular range of healthy porridge, oat rice bowls, breads, speciality coffees and more. Haferkater can be found in the public area of the departure hall of Terminal 1, and is open daily from 4 a.m. to 7 p.m. The new shop was formally opened today within the context of a photo session in the presence of Leandro Burguete, CEO of Haferkater, Ursula Fürnhammer, CEO of Lagardère Travel Retail Austria and Julian Jäger, Joint CEO and COO of Vienna Airport.

“There is now an even larger range of culinary delights at the airport. I am very pleased that we are the location of the first international expansion on the part of the startup Haferkater. Passengers, guests, and employees will thus have an even greater exclusive offering of brands at their disposal, as well as healthy snacks and meals. Thanks to this new store, we are also further expanding our good cooperation with our longstanding catering partner Lagardère Travel Retail,” states Julian Jäger, Joint CEO and COO of Vienna Airport.

“We are pleased with this next step and our expansion to Austria, more precisely to Vienna Airport, where people from all around the world travel to. We have an experienced partner on board, namely Lagardère Travel Retail, which will manage our first store in Vienna leveraging its extensive operational expertise,” adds Leandro Burguete, Co-Founder of Haferkater.

“Our collaboration with Haferkater shows our increasing focus on an enhanced offering of vegan and vegetarian foods. Thanks to opening times starting in the early hours of the morning, we have created an improved variety of breakfasts for passengers departing from Terminal 1. We very much look forward to the cooperation with Haferkater. Together with Vienna Airport, we are laying the foundation for an even greater culinary diversity,” explains Ursula Fürnhammer, CEO Lagardère Travel Retail Austria.

### **Departure hall in Terminal 1 now features healthy snacks to go from “Haferkater”**

The new Haferkater outlet is located in the publicly accessible section in the departure hall of Terminal 1 right next to the check-in area. Travellers now have the possibility to enjoy their favourite Haferkater meal right there in the pleasant coffeehouse atmosphere or to take the food with them. Purely vegetarian or vegan dishes are offered such as the firm’s popular porridge creations, for example the “Powerkater” featuring dates, linseeds, and apple, the “Waldbeerkater” with compote and chocolate drops and the high protein “Proteinkater.” Travellers can have a great start to the day or get a boost of energy with a cup of organic speciality coffee and one of the porridge varieties. Immense importance is also attached to sustainability. Haferkater only makes use of compostable packaging and promotes reusable goods. Moreover, the product line primarily consists of organic products. The shop is open daily for everyone from 4 a.m. to 7 p.m. in the publicly accessible area of Terminal 1. The restaurant is operated by Lagardère Travel Retail Austria.



### **Haferkater: Three minds, one vision**

In line with the motto, “Haferkater is shaking up the breakfast market,” three founders in Berlin are staking everything on porridge. The three childhood friends - Leandro Burguete, Anna Schubert, and Levin Siert – created the first Haferkater coffeehouse from a former kebab stand. This was the beginning of a success story which is continuing until this very day. One year after their launch, the three already won the German Food Startup Award thanks to their new concept. In the meantime, Haferkater operates 24 stores in 17 German cities and is now represented at Vienna Airport. The Haferkater brand focuses totally on oats. Every morning oats are freshly flaked in the shop’s own grain crusher, then subsequently roasted, and cooked only with water and salt. The “porridge to go” concept is particularly tailored to travellers, offering a healthy and enjoyable alternative to conventional snacks. Variety is regularly ensured thanks to varying seasonal specials on the menu. More information on Haferkater is available at <https://haferkater.com/>

### **Lagardère Travel Retail – a global player**

The French travel retail specialist is currently represented in 42 countries on five continents and ranks among the world’s leading companies in the field of travel retail with its Duty Free, F&B and Travel Essentials business lines. At Vienna Airport, Lagardère already successfully operates Relay, Aida, Burger King, Zugvogel, Costa Coffee, Zapfmeisterei and now Haferkater as well.

All the necessary information on shops and restaurants at Vienna Airport is available at [www.viennaairport.com](http://www.viennaairport.com).

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