

SSP offers travellers naturally fast food with LEON

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SSP, a leading operator of food and beverage brands in travel locations worldwide, has entered into a partnership with naturally fast food brand LEON. The initial five-year deal will allow LEON to bring its fun, fresh and fast food to an additional number of railway station sites across the UK.

It is expected the first Leon stores operated by SSP will open later this year at London's Liverpool Street station and in Paddington station.

LEON first opened in London in 2004 and shortly after was named 'Best New UK Restaurant' by the Observer. Since then the founders, friends John Vincent and Henry Dimbleby, have opened 34 more stores in the UK.

Guests at LEON stores, run in partnership with SSP, will get the same warm welcome that they do in all LEON stores and have the opportunity to try dishes that have been on the menu since the first LEON opened, including the Moroccan meatball hotbox, the signature fish finger wrap, and the original super food salad, as well as new seasonal specials.

Simon Smith, CEO of SSP UK said; "LEON was described by the Times as the 'future of fast food'. We agree. LEON is the perfect partner for our travel sites. We are delighted to be able to add such an innovative brand to our portfolio."

John Vincent, co-founder and CEO of LEON said: "When we started we imagined what fast food would be like in heaven – fast, fresh and naturally flavourful. And just like traditional fast food, we aim to be where people need and want us – on busy high streets, in airports and in train stations. This partnership with SSP in UK train stations means that together we can bring naturally fast food to even more busy people across the UK."

LEON currently has 35 stores in London, Birmingham and transport hubs in the UK. They are set to open in Scotland and mainland Europe (Amsterdam) for the first time this summer.

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