

## PRESS RELEASE

# Lagardère Travel Retail Bringing Panda Express to Europe – Opening at Ramstein Air Base

Wiesbaden, 08/03/2022

*Lagardère Travel Retail is bringing the family owned and operated Panda Express from the USA to Europe. On August 2, 2022, the first restaurant in Germany will open at Ramstein Air Base. Working in close partnership with Panda Restaurant Group, Inc., the travel retail expert plans to grow the American Chinese dining concept in Europe and other military bases.*

The first Panda Express in Europe is located right in the main hall of the KMCC Exchange Mall, Ramstein-Miesenbach. In an area around 60m<sup>2</sup>, guests can dine-in to enjoy Panda's American Chinese classics or order takeout. The restaurant is only accessible to the 55,000+ employees of the air base, military personnel, and registered guests.

"We are excited to bring Panda Express to Europe. Our opening of Panda Express at the largest military base outside the USA creates a completely new presence for Lagardère Travel Retail in Germany as well as internationally. And this is just the start of further growth in the fast-casual food service sector. In cooperation with our new strategic brand partner, Panda Express, and the Army & Air Force Exchange Service (AAFES), we are thrilled to introduce the popular American Chinese cuisine of Panda Express to additional U.S. bases in Europe in the future," enthused Jochen Halfmann, CEO Lagardère Travel Retail Germany.

"We are thrilled to be entering the European market and opening the first Panda Express in Germany with Lagardère Travel Retail as our partner," said Doug Stalgren, Vice President of Panda Express International. "Having a partner with shared values and focus on people and quality is key in integrating our Panda culture across all aspects of the business and for our future growth in the market. We also wish to acknowledge our Military guests and their families for their service and for their support of our growth. Our global Panda Family looks forward to bringing a memorable American Chinese dining experience to the community."

### **Trailblazing American Chinese roots**

Founded in 1983 by Andrew and Peggy Cherng in Glendale (California, USA), Panda Express has since expanded to more than 2,400 locations worldwide, approximately 90 of them outside the USA. In a little less than 40 years, the family-owned and operated company has grown to become the largest Asian dining concept in the world.

Panda's American Chinese cuisine offers exciting dishes rooted in authentic Chinese flavor origins, married with American ingredients and sensibility--expanding palettes one recipe at a time. From the iconic The Original Orange Chicken® to health-forward WokSmart™ options like Broccoli Beef or premium Savory Shrimp, there are endless flavor combinations for guests to choose from. To create the signature American Chinese flavor that Panda Express is known for, our chefs are trained in traditional wok cooking – handling an 8-pound wok over an open flame to achieve “wok hei”, or breath of the wok, which describes the sear and smokiness in the dish.



*Panda Express® - Restaurant G / Ramstein (f.l.t.r.) Federico Fanelli (COO, Lagardère Travel Retail), John Faulkner (86th Mission Support Group Deputy Director Air Base Ramstein), Mrs. Jones (Guest), Jochen Halfmann (CEO, Lagardère Travel Retail), Jennifer Jordan (General Manager, KMC Consolidated Exchange Army & Air Force Exchange Service), Colonel Don Nowlin (Commander Europe/ SWA Army & Air Force Exchange Service), Mr. Kelley (Guest)*



Panda Express® - Restaurant US / Highland

### ABOUT LAGARDÈRE TRAVEL RETAIL

One of two divisions of the Lagardère Group, Lagardère Travel Retail is among the world's leading companies in the travel retail industry, operating more than 4,800 stores in the sectors travel essentials, duty free and fashion, and food service at airports, train stations, and other transport sites. Locations across 42 countries around the world generated annual sales of €2.9 billion in 2021 and €5.5 billion in 2019 (at 100 percent). Lagardère Travel Retail takes a unique holistic approach that strives to exceed travelers' expectations at every stage of their journeys and to create value for rental companies and partner brands. Lagardère Travel Retail Germany currently operates more than 115 stores at eight airports and more than 30 train stations that feature a wide range of well-known brands such as Relay, Hub Convenience, Tech2go, L'Occitane, and Departure along with familiar names in the food sector such as Coffee Fellows, Dean and David, Burger King, Natoo, Natsu, and Paulaner. The food court at Frankfurt's Central Train Station is operated in cooperation with the Frankfurt Market Hall.

### ABOUT PANDA EXPRESS®

On a mission to inspire better lives, Panda Express® is the largest Asian dining concept in the world. Family-owned and operated since 1983 by co-founders and co-CEOs Andrew and Peggy Cherng, Panda Express is best known as a trailblazer for creating a wide variety of industry-first recipes, including its best seller The Original Orange Chicken® and award-winning Honey Walnut Shrimp, which have defined the category of authentic American Chinese cuisine. Each entrée at Panda Express, including the Wok Smart selections, is thoughtfully crafted with quality ingredients and inspired by bold Chinese flavors and culinary principles. The restaurant brand has more than 2,400 locations and has introduced American Chinese cuisine to twelve international countries.

[www.lagardere-tr.de](http://www.lagardere-tr.de)

**Contact:** B2B Communication • [m.lunadrott@lagardere-tr.de](mailto:m.lunadrott@lagardere-tr.de) • +49 (0) 611 973 07 0