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AIRPORT CONCESSIONAIRE MISSION YOGURT, INC. BRINGS LOCAL DENVER BRANDS AND HEALTHY, SUSTAINABLE FOOD TO TRAVELERS AT DENVER INTERNATIONAL AIRPORT

Mission Yogurt, Inc. Continues to Lead the Charge in Redefining Airport Cuisine with the 2013 Debut of Udi's Café & Bar and Root Down at Denver International Airport

DENVER, Colo. – April 8, 2013 – [Mission Yogurt, Inc.](#), a trend-setting airport concessionaire, is proud to announce the 2013 opening of two new restaurants – both original Denver-based brands – at Denver International Airport (DIA): [Udi's Café & Bar](#), in Concourse B, and [Root Down](#), in Concourse C. Adding to its already robust portfolio of ten dining brands at Denver International Airport, the two new restaurants will celebrate their grand openings in April and July 2013, respectively. Udi's Café & Bar will employ an additional 40 people, and Root Down is expected to employ another 160.

“Over the next few years, we will be transforming the majority of the concessions at DIA to offer travelers a more robust mix of local, national and international brands,” said Kim Day, Manager of Aviation. “The additions of Udi's and Root Down provide two great local dining options, further enhancing the overall passenger experience at DIA.”

Founded in 1988 by Denver-native Rod Tafoya, Mission Yogurt, Inc. first made a presence at Denver International Airport in 1995 with the opening of Sara Lee Sandwich Shop/Colombo Yogurt, followed by the airport's first authentic Mexican restaurant, and Tafoya's original concept, Que Bueno! Mexican Grille. Over the past five years, Mission Yogurt, Inc.'s sales have increased more than 45 percent. Today across its portfolio, which also includes locations at San Jose International Airport, San Diego International Airport and one off-airport restaurant in Denver, Mission Yogurt, Inc. grosses more than \$30 million in sales annually, employs more than 400 people, and continues to operate a variety of highly-successful airport concepts, including the busiest Einstein Bros Bagels franchise location in the nation, at DIA, and DIA's highest grossing restaurant measured by sales, Timberline Steaks & Grille.

“I am very excited about the opening of Udi's Café & Bar and Root Down at Denver International Airport,” said Rod Tafoya, owner of Mission Yogurt, Inc. “Bringing these restaurants into DIA underscores our mission to support local Colorado businesses, while also providing airport travelers with food that is not only quick and delicious, but healthy. From day one, we've aimed to source food locally, and only provide travelers with food we'd want to eat ourselves. From purchasing local grass-fed beef to serve at Timberline Steaks & Grille, to now offering gluten free options at both Udi's and Root Down, as well as delivering Root Down's Chef/Owner Justin Cucci's innovative menu to solve the omnivore's dilemma – we continue to make our guests' dining experiences at DIA top-notch.”

In addition to providing airport guests with exceptional food and service, Mission is dedicated to ensuring the ambiance in each space is on-point. Mission worked hand-in-hand with the teams behind both new restaurants to create spaces authentic to each brand, and logistically easy and intuitive for the airport traveler to navigate.

At the Udi's location, Mission Yogurt, Inc. created an environment that mirrored the brand's focus on fresh, healthy food, filling the space with bright colors found in nature, such as green and orange. Mission also created two separate spaces within the restaurant, one sit-down dining and bar area for guests who have time to sit and eat, and another, quicker, “Grab & Go” pantry for those with less time. At Root Down, Mission spent extra time sourcing materials for the space to create an aesthetic inspired by airport hangars with a focus on sustainability; this includes a self-watering green

wall, flooring sourced from an old gymnasium and wall décor comprised of recycled cockpit instruments and wing flaps from vintage airplanes. Additionally, Mission and Root Down worked together to concept and build-out a complimentary water bottle refill station, using an innovative reverse osmosis system. The water bottle refill station is available to all airport travelers – not just Root Down guests.

“Consumers’ needs and wants continually evolve, and with that, we know that we must remain dedicated to responsiveness and innovation,” said Tafoya. “Now, even if a traveler is only connecting at DIA and doesn’t get to experience our beautiful city, they can still get a taste of some of our celebrated local chefs and dining concepts. Moreover, travelers can feel good about dining at any of Mission Yogurt, Inc.’s restaurants. From partaking in DIA’s composting project that responsibly disposes of restaurant waste, to sourcing seasonal local produce and grass-fed beef, to forging partnerships with local brands to help them grow, we do all we can to provide consumers with an exceptional dining experience that they can feel good about supporting.”

In addition to its presence at DIA, Mission Yogurt, Inc. has three restaurant locations at San Jose International Airport (San Jose Joe’s and two new locations slated to open in 2013), and two at San Diego International Airport, one which will open in May 2013 and the other in the fall.

About Mission Yogurt, Inc.

Denver-based Mission Yogurt, Inc. and its subsidiary companies own and operate food and beverage concepts primarily in high traffic airports. Boasting more than 25 years of experience in airport operations, Mission Yogurt, Inc. specializes in full-service dining and bars, fast food, and fast casual dining and bars. With a focus on high-quality food sourcing and environmental sustainability, Mission’s restaurant concepts offer travelers natural meats and organic produce, in an appealing environment. Closing 2012 with more than \$30 million in annual sales, Mission Yogurt, Inc. continues to grow, owning and operating restaurants at Denver International Airport, San Jose International Airport and San Diego International Airport. For more information, visit www.dia-food.com.

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