



FOR IMMEDIATE RELEASE

CONTACT: [B Public Relations](mailto:B.Public.Relations)

Jordan Blakesley

[jordan@bpublicrelations.net](mailto:jordan@bpublicrelations.net)

BrieAnn Fast

[brieann@bpublicrelations.net](mailto:brieann@bpublicrelations.net)

(303) 658-0605

**MISSION YOGURT, INC. ANNOUNCES GRAND OPENING OF UDI'S CAFÉ & BAR AT DENVER INTERNATIONAL AIRPORT,  
OFFERING TRAVELERS HEALTHY VEGAN, VEGETARIAN AND GLUTEN-FREE DINING OPTIONS**

*Udi's Café & Bar the First of Two Renowned Local Dining Brands Mission Will Launch at DIA in 2013*

**DENVER, Colo. – May 9, 2013** – Innovative airport concessionaire [Mission Yogurt, Inc.](http://MissionYogurt.com) is proud to announce the Grand Opening of [Udi's Café & Bar](http://UdisCafe.com) in Concourse B at Denver International Airport (DIA). Although this is Denver-based Udi's ninth café location, it is the first Udi's Café & Bar concept, and the only Udi's concept at DIA.

In keeping with both Mission Yogurt, Inc.'s and Udi's commitment to providing consumers with simple, healthy cuisine, Udi's Café & Bar utilizes fresh, natural ingredients in its made-to-order salads, paninis, burgers and sandwiches. Like all Udi's locations, only fresh artisan breads, baked daily in Colorado, are served, and vegetarian, vegan and gluten-free options are in abundance. Other offerings include fresh fruit, yogurt and desserts. For those in a hurry, a wide array of freshly-made "grab-n-go" items such as gluten-free couscous, fruit cups, salads and sandwiches are available as well.

The full service bar at Udi's Café & Bar features numerous beers on tap and by the bottle, including many local and gluten-free options. Signature cocktails and 10 varieties of absinthe from around the world are also available.

"I'm proud to bring Udi's Café & Bar to Denver International Airport," said Rod Tafoya, owner of Mission Yogurt, Inc. "Our mission has always been to support local Colorado businesses, while also providing airport travelers with food that is not only quick and delicious, but healthy, and that we'd want to eat ourselves. Udi's Café & Bar underscores all these values, and is a wonderful addition to Mission's portfolio of brands at DIA."

"We are really excited to be a part of DIA's initiative to bring local flavor and healthy, great-tasting food into DIA," said Udi Bar-on, founder of Udi's Foods. "This initiative has been in the works for several years, and we are delighted to see this come to fruition; we feel we're on the front end of a greater effort to bring in several leading local vendors, and change the face of what travelers can expect from airport food."

In addition to providing airport guests with exceptional food and service, Mission is dedicated to ensuring its restaurants' ambiances are comfortable, inviting and authentic to each brand, while also remaining logistically easy to access, and intuitive for the airport traveler to navigate. At Udi's Café & Bar, Mission Yogurt, Inc. created an environment mirroring the brand's focus on fresh, healthy food, filling the space with bright colors found in nature, such as green and orange. Additionally, to cater both to the traveler with time to sit and dine, looking to temporarily escape the chaos, as well as those with less time, Mission created two distinct spaces within the restaurant, one sit-down dining and bar area, and a quick-serve Grab & Go Pantry.

The 1,488 sq. ft. Udi's Café & Bar will employ approximately 40 people.

Founded in 1988 by Tafoya, a Denver native, 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 to more than \$30 million annually. The company, which currently employs more than 400 people, operates 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. It will open the next location of another highly-acclaimed local brand, Root Down, in DIA's Concourse C in June 2013.

"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."

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 18 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](http://www.dia-food.com).

#### **About Udi's Foods Inc.**

Udi's Foods was founded in 1994 in Denver, Colo. by Udi Bar-on and his wife Fern, originally named Udi The Sandwich Man. From a small and thriving catering business was born a multifaceted foodservice company that includes 10 [restaurants and cafes](#), an artisan [bakery](#), farmer's market bakery stands, and the original [catering company](#). After swiftly growing two natural foods brands, [Udi's Gluten Free](#) and [Udi's Granola](#), in 2012, Udi's Foods sold both brands to Smart Balance (now called [Boulder Brands](#)). One thing has never changed: Udi's Foods is still a privately-held, family-run company dedicated to creating pleasure from the craft of real food and individualized service, which together contribute to customers', employees' and families' wellbeing. For a complete list of Udi's cafes, restaurants and bakeries, visit [www.udisfood.com/about](http://www.udisfood.com/about).

#### **About Denver International Airport**

Denver International Airport is the 11th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 50 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine for the state of Colorado, generating more than \$22 billion for the region annually. For more information, visit [www.flydenver.com](http://www.flydenver.com).

###