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FOR IMMEDIATE RELEASE

ORF reveals refreshed concessions proposals that feature mix of local businesses, national brands

Norfolk, VA — (Dec. 4, 2025) — The Norfolk Airport Authority has chosen a trio of industry-leading hospitality and retail firms to support Norfolk International Airport (ORF) in the transformation of its dining and shopping amenities beginning in 2026.

Avolta, a Swiss-based concessionaire whose presence spans 5,100+ stores in more than 70 countries, is in negotiations to renew its longstanding relationship with the Authority to operate nearly a dozen new and existing food, beverage and retail locations throughout ORF's Arrivals and Departures terminals and two concourses.

Separately, **Faber, Coe & Gregg** is also in negotiations to run several locations at ORF, including a future food court, plus a central bar located within a three-gate expansion of Concourse A that is set to open this coming spring. For 175+ years, the New Jersey-based company has managed traveler-oriented stores and eateries, including locations within a number of U.S. airports, train terminals and offices.

“As this airport continues to grow in passenger volume and nonstop routes, we recognize the importance of improving our concessions program to give our customers the best experience possible, as well as to maximize revenue generated through non-aviation sources,” said Mark Perryman, President and Chief Executive Officer of the Norfolk Airport Authority. “Our selectees have presented us with some fantastic proposals that we believe will strongly resonate with visitors and locals alike. We look forward to seeing these offerings open beginning early next year.”

All proposed concepts are subject to successful negotiations with their operators. The changeout of stores and eateries presently at ORF will occur in phases to ensure travelers have access to a wide variety of options while select locations are under renovation. Details on those timelines will be available in the near future.

Avolta and Faber, Coe & Gregg presented plans that would include locally themed brand concepts or products accounting for 40% or more of projected revenue. Although actual concepts may change from those initially presented, ORF’s dining and shopping offerings will feature well-known national brands and local favorites.

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From COVA Brewing Co. and Ghost Kitchen to The Stockpot and Warriors Taphouse, Hampton Roads residents will instantly recognize the appeal of ORF's proposed new food & beverage lineup. Pale Horse Coffee, Pinup Coffee Co. and Town Center Cold Pressed are also among the local businesses whose products are aligned with the Avolta and Faber, Coe & Gregg proposals.

National brands under consideration include Baskin-Robbins ice cream, Bojangles, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, Starbucks and Pei Wei. News & Gift options are set to include the likes of Faber on the Fly and Hudson.

In fiscal 2024/2025, 5.5% of airport revenue came through the sale of food, beverage and retail products. The airport is not supported by local tax revenue and funds its operations through the sale of goods and services provided onsite at ORF.

The Authority also intends for all future concessions to charge customers prices that are no more than 10% above what they would pay for the same product or service at an off-airport location.

For nearly three decades, all the concessions at ORF have been managed under separate master contracts with HMSHost, which provides food & beverage services, as well as Hudson, which operates different brands of travel retail stores. The two businesses came under joint ownership in 2023 when their former parent companies, Autogrill and Dufry, combined to form a new entity known as Avolta AG.

With both the HMSHost and Hudson contracts set to expire next June 30, the Authority this past spring released a Request for Proposal (RFP) to find which partners would provide food, beverage, retail and vending services at ORF during the coming years. The Authority stipulated that successful applicants would need to lean heavily into the inclusion of local brands to foster a sense of place that reflects the airport's Coastal Virginia setting.

A separate RFP was held this year to decide the operator of a new food & beverage location at the east end of Concourse B that is set to open prior to the expiration of the HMSHost and Hudson contracts. Construction recently began on 200 Sack Club, a sports-themed bar & grill.

Its Dallas-based developer, **The Playmakers Group**, now operates dining locations within three Texas airports and has reached a licensing agreement with Pro Football Hall of Fame member Bruce Smith – a high school football star from Norfolk who settled in Virginia Beach after his NFL career. Smith is a member of the Norfolk Airport Authority Board of Commissioners but was not involved in the process that resulted in the selection of The Playmakers Group.

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NORFOLK INTERNATIONAL AIRPORT

CONCESSION SERVICE AREA (SUBJECT TO CHANGE)

