

SSP
Upper Crust



Restaurant

SSP is the leading dedicated operator of food and beverage brands in travel locations, operating restaurants, bars, cafes, food courts, lounges and convenience stores in airports, train stations, motorway service stations, shopping malls, conference centers and other leisure locations.

With a heritage stretching back over 60 years, today SSP has 30,000 employees, serving millions of customers every week.

It has business at over 140 airports over 250 rail stations, and operates more than 2,100 units in 30 countries around the world.

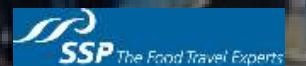
SSP operates an extensive portfolio of over 200 international, national, local and specialty brands.

These include Upper Crust, Starbucks, Caffè Ritazza, M&S Simply Food, Bonne Journée, Caviar House & Prunier, and leading Japanese noodle brand Ajisen Ramen as well as stunning bespoke concepts such as the Montreux Jazz Café in Geneva and Sydney and the Bambini Wine Room in Sydney.

We are currently in the process of a 23 station roll out program.



working with:



SSP Charing Cross Station



Northampton Signs were chosen to undertake the manufacture and installation of SSP's new look food outlet 'Upper Crust', in Charing Cross Station.

Producing and putting in place high specification signage you'd expect to see for a blue chip brand.

With SSP being one of the top three food outlets in the world it's not surprising we have to produce a wide array of signage for them.

From illuminated built up polycarb text with stainless steel faces, through to mounted signs with LED perimeter lighting.

All materials used have to meet stringent fire classification and combustibility standards.

Upper Crust is present at 60 stations and 4 airports in the UK.

working with:

