
FOR IMMEDIATE RELEASE

Denver International Airport to Bring Seven New Concession Contracts Before Denver City Council

DENVER, CO — Jan. 11, 2012 —Denver International Airport (DIA) brought seven new concessions contracts before Denver City Council's Business, Workforce and Sustainability Committee today. The Committee voted unanimously to move the agreements for approval this month to Denver City Council and Mayor Michael B. Hancock. The new concessions are Elway's, Udi's Café and Bar, Crú A Wine Bar, TAGS evolution, Tuleh Ruche, Vino Volo and XpresSpa. Projected to open throughout 2012, these new concessions are expected to generate approximately \$14.6 million in annual revenue, \$525,000 in annual sales tax to the City and County of Denver, and create 120 jobs.

"These new concessions, many of them local to Colorado, will give passengers a taste of Denver without leaving the airport," said Aviation Manager Kim Day. "We strive to balance local and national brands with our retail and dining options at DIA. This announcement is a great example of that effort, as well as our commitment to creating jobs and stoking the airport's economic engine."

1. Elway's (B Gates)

Uniquely Colorado, Elway's is the ideal setting for any occasion. Their special DIA menu will feature signature items from Elway's original menu such as USDA hand cut prime steaks, fresh fish, and much more. The 3,000 square foot full service restaurant and bar will have an extensive wine selection. Elway's will be open for breakfast, lunch and dinner. elways.com

2. Udi's Café and Bar (B Gates)

Udi's, which began in Denver, will open their sixth café location at DIA. Emphasizing fresh, natural ingredients and simple authentic dishes, they serve made to order salads, paninis, burgers, and sandwiches on Udi's artisan and gluten free breads. At the full service bar guests will enjoy beers on tap and by the bottle (including gluten free beers), 10 selections of absinthe from around the world, and signature cocktails. udisfood.com

3. Crú A Wine Bar (B Gates)

At Crú Food and Wine Bar, selections include a broad and ever changing list of wines available by the bottle, in tasting flights or by the glass in a comfortable, elegant atmosphere. The food menu includes shared appetizers, individual sized gourmet pizzas, domestic cheeses, panini sandwiches and desserts that pair with wine. Crú Food and Wine Bar has been the annual recipient of the Award of Excellence by Wine Spectator magazine since 2004. cruawinebar.com

4. TAGS evolution (B Gates)

TAGS evolution will offer women's jewelry, leather bags, and fashion accessories such as optical wear and watches. In addition to the signature lines of jewelry and accessories, TAGS will bring DIA's visitors a complete line of private label leather goods. Unique to TAGS, the pricing is clearly visible with their price color coding system. tagsevolution.com

5. Tuleh Ruche (B Gates)

Tuleh Ruche is a unique women's clothing and accessories store that sells lifestyle fashion, accessories, jewelry, organic fashion brands and travel essentials: fashion-forward jackets, eclectic sweaters and layerable basics to eco-chic organic cotton tops and tees. Accessories include vintage style jewelry, scarves, and women's shapewear (Spanx). (Brands: Vera Bradley, Swarovski, Elle, Sweet Romance, Brighton Collectibles, John Atencio, Free People, Love Quotes, Michael Kors, Juicy Couture, Pandora, Ann Klien and much more.)

6. Vino Volo (C Gates)

Vino Volo aims to revolutionize how people experience wine. Vino Volo (derived from "wine flight" in Italian) offers a selection of Colorado, regional, and international wines by the glass, in tasting flights, and by the bottle.

This store combines a cozy wine lounge, restaurant, and tasting bar into a post-security retreat for air travelers. In addition to a selection of gourmet plates, Vino Volo offers wine-related retail gift items. Vino Volo has taken airport service to a new level, and was recognized for "Highest Regard for Customer Service" from the aviation trade industry for the last five years in a row. vinovolo.com

7. XpresSpa (C Gates)

XpresSpa is a full service spa offering a complete menu of relaxing services such as facials, massage, and natural nail care. XpresSpa has become a premiere destination for business and leisure travelers waiting for flights. Travelers shed stress and fatigue by treating themselves to one of the many available relaxing XpresSpa treatments. In addition, XpresSpa has created an elegant and unique line of exclusive spa products and accessories. xpresspa.com

DIA's concession program consists of 167,457 square feet of retail space that includes more than 140 concessions offering an exciting culinary, fashion and retail experience. In 2010, the concessionaire program generated over \$243 million in annual gross sales and over \$43 million in revenue to the airport.

Denver International Airport is the 10th-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 of the state of Colorado, generating more than \$22 billion for the region annually.

For more information, visit www.flydenver.com. Check out the Airport's YouTube channel by visiting <http://www.youtube.com/user/DenversAirport> and become our fan on www.facebook.com/denverinternationalairport.

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