



# THE NEW TERMINAL 1 AT LAX

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BEST FOOD & BEVERAGE PROGRAM

ACI 2019 AWARDS



UNIBAIL-RODAMCO-WESTFIELD

# A Unique Partnership

Los Angeles World Airports and Southwest Airlines partnered with Unibail-Rodamco-Westfield Airports on a \$516.7 million overhaul of Terminal 1 at LAX. The new experience introduced travelers to a host of terminal improvements along with 22 world-class dining and retail destinations and a redesigned curb-to-gate journey. The retail and dining experience was fully customized for Southwest, the terminal's exclusive carrier, incorporating the airline's commitment to the highest quality customer service delivered with a sense of warmth, friendliness and fun.

The unprecedented partnership between LAWA, Southwest and URW Airports raised the bar for airport terminal development and created an environment that is a reflection of the best of Los Angeles. All the project partners, including Mayor Eric Garcetti, LAWA CEO Deborah Flint and Southwest CEO Gary Kelly, came together for a formal ribbon-cutting ceremony to cap a three-day customer celebration. The grand reveal event made headlines around the world in industry and social media.

Los Angeles  
Mayor Eric Garcetti





# Bringing LA into LAX

The food and beverage program at LAX T1 was fully customized for the Southwest traveler, offering a brand new food hall experience and diversity of options that cater to people on the go, young professionals and families. With a vision of bringing LA into LAX, the food and beverage program offers eight local brands and five never before seen in an airport, including the celebrated Urth Caffe and the famous Cassell's Hamburgers. Other local options include Rock & Brews from KISS front men Gene Simmons and Paul Stanley as well as Trejo's Tacos from famed actor and restaurateur Danny Trejo.







Einstein Bros. Bagels



Trejo's Tacos



Food Hall



Beaming



Urth Caffe



Chic-fil-A



## 22 SOPHISTICATED DESTINATIONS TRANSFORM LAX TERMINAL 1

EXTRAORDINARY COLLECTION BY URW INCLUDES 12 LOCAL BRANDS, 8 AIRPORT FIRSTS AND 14 LAX FIRSTS

SF	LOCATION	CATEGORY	CONCEPT	OPERATOR	LOCAL BRAND	LAX FIRST	AIRPORT FIRST
686	Departures	F&B	Beaming Organic Superfood Café	SSP America	X	X	X
600	Departures	F&B	Einstein Bros. Bagels	SSP America			
879	Departures	F&B	Chick-fil-A	SSP America		X	
634	Departures	F&B	Pei Wei Asian Diner	SSP America		X	
938	Departures	F&B	Cassell's Hamburgers	SSP America	X	X	X
1076	Departures	F&B	Trejo's Tacos	SSP America	X	X	X
2964	Departures	F&B	California Pizza Kitchen	Areas USA, Inc.	X		
762	Departures	F&B	The Coffee Bean & Tea Leaf	Areas USA, Inc.	X		
181	Departures	F&B	Deli & Co	Areas USA, Inc.			
1237	Departures	F&B	Reilly's Irish Pub	Areas USA, Inc.	X	X	X
2065	Departures	F&B	Urth Caffè	Areas USA, Inc.	X	X	X
3060	Departures	F&B	Rock & Brews	Crews of California	X		
870	Departures	Retail	Brookstone	Brookstone, Inc.			
783	Departures	Retail	Kiehl's Since 1851	Pacific Gateway Concessions		X	
1710	Departures	Retail	New Stand	Pacific Gateway Concessions		X	
686	Departures	Retail	New Stand Kiosk (location #2)	Pacific Gateway Concessions		X	
642	Departures	Retail	MAC Cosmetics	Pacific Gateway Concessions			
746	Departures	Retail	SOL Surf	Soto & Sanchez	X	X	X
436	Departures	Retail	Treat Me Sweet	Soto & Sanchez	X	X	X
1315	Departures	Retail	I Love L.A.	Soto & Sanchez	X		
637	Departures	Services	Be Relax	Be Relax		X	
636	Departures	Short Term	LA Original	Marshall Retail Group	X	X	X
23,543 TOTAL SQ FT   12 FOOD & BEVERAGE   9 RETAIL   1 SERVICE				TOTALS:	12	14	8





# LAX T1 Story

Southwest® customers are loving the curb-to-gate, wall-to-wall transformation following a half-billion-dollar redevelopment that showcases a new check-in area, an efficient nine-lane security checkpoint, new area for baggage claim, and 22 exciting new dining and retail destinations with state-of-the-art design.

