

OTG and Starbucks unveil partnership to launch ‘re-imagined customer experience’ in US airports



US. Airport hospitality group OTG and coffee company

Starbucks today announced a new partnership, which they said would lead to “a re-imagined customer experience”. The alliance will focus on new experiential concepts and innovative technology to better serve travellers at airports across the US, the partners said.

[As reported](#), a long-standing US airport exclusivity between Starbucks and airport F&B giant HMHost has come to an end (you can read the HMHost perspective on that development [here](#) and the Starbucks view [here](#)). As a result, HMHost is striking new coffee brand partnerships after the ending of the Starbucks deal, which has run since 1991.

So too is Starbucks. OTG is known for its innovative approach to dining and retail in numerous North American airports including Newark, LaGuardia, New York JFK, Philadelphia International Airport, George Bush Intercontinental and Toronto Pearson International (Canada).



OTG CEO Rick Blatstein: “This collaboration will allow us to introduce a fully re-imagined Starbucks customer experience, ensuring guests access to their preferred cup anywhere in the airport”

Starbucks is a global leader in airport food & beverage as well as downtown coffee outlets. The company operates over 30,000 locations worldwide and is known for its high-quality craft coffee beverages and signature customer experience.

OTG and Starbucks pledged to introduce a variety of traditional and experiential locations, while exploring new technology to better serve customers anywhere in an airport terminal.

“Locations will be thoughtfully placed and move throughout the airport depending on time of day, providing travellers a Starbucks experience at their gate upon departure or arrival,” the companies said in a joint statement.

“With a shared emphasis on providing a quality customer experience, this new partnership with OTG looks to usher in a new dynamic approach to how travellers get their Starbucks in the airport environment.”

“OTG is thrilled to be forging this new and exciting partnership with Starbucks. Our mission is simple – deliver our guests what they want in the most efficient, frictionless way possible,” said OTG CEO Rick Blatstein. “This collaboration will allow us to introduce a fully re-imagined Starbucks customer experience, ensuring guests access to their preferred cup anywhere in the airport.”



OTG CEO Rick Blatstein on stage at the 2019 Airport Food & Beverage (FAB) Conference in Dallas with FAB and Moodie Davitt Founder & Chairman Martin Moodie



Starbucks Senior National Account Executive – Travel Henry Klein: The new alliance will generate new store concepts and digital capabilities that meet our customers where they are in their particular travel journey

Starbucks Senior National Account Executive – Travel Henry Klein commented: “We know customers demand retailers innovate and work to meet their needs. Our partnership with OTG will allow us to expand our footprint and reach more customers across US airports.

“We will also bring new innovations to the market and elevate the overall Starbucks Experience for partners and customers. This includes new store concepts and digital capabilities that meet our customers where they are in their particular travel journey.”

OTG, founded in 1996, operates over 350 restaurants and retail concepts in ten airports across North America.

It was ranked among the World’s 50 Most Innovative Companies by Fast Company magazine.

A collage image featuring an airport terminal interior. In the foreground, there is a large display of red and orange lanterns hanging from the ceiling. Below the lanterns, a sign for 'Yume MARKET' is visible. The background shows the interior of an airport terminal with a high ceiling and structural beams. Overlaid on the right side of the image is the FAB logo, which consists of the letters 'F', 'A', and 'B' in green, blue, and red respectively, with a stylized airplane icon in the center of the 'A'. Below the logo, the text reads 'Dedicated to Airport Food & Beverage'. Below that, the date 'December 2019' is displayed. The main headline of the article is 'Houston we have a solution' in large white font, followed by the sub-headline 'How OTG transformed the Texas gateway' in smaller white font. A pink button with the text 'START READING' is located at the bottom left. On the right side, there are three article teasers: 'Inspiring Istanbul' with the sub-headline 'How the FAB 2020 host airport is creating a culinary destination', 'Spirit of Bavaria' with the sub-headline 'Airbnb brews up a compelling blend at the heart of Munich Airport', and 'The Front Line of F&B' with the sub-headline 'A regular new column championing the best customer service'.

[OTG's acclaimed offer at George Bush Intercontinental Airport in Houston was profiled by Martin Moodie in a recent edition of the FAB eZine. Click on image to open.](#)