

Vino Volo opens first MarketBar concept at an airport

USA. Paradies Lagardère-owned wine bar and retail chain Vino Volo has opened its first MarketBar concept at an airport.

The 824sq ft Vino Volo MarketBar at Greenville Spartanburg International Airport in South Carolina offers wine, beer and gourmet bakery items in a “wine country casual and modern” setting. It is located in the airport’s grand hall near Concourse B and the airside garden.



Paradies Lagardère President and CEO Gregg Paradies (centre) officially opened Vino Volo MarketBar on 16 December



Wines are sold by the glass and the bottle. The MarketBar also features local products by Greenville-based Methodical Coffee and Le Petit Croissant Bakery.

Vino Volo Senior Vice President Mark Sill commented: “Vino Volo is extremely excited to bring our new MarketBar concept to Greenville Spartanburg International. [The airport] is the gateway to a burgeoning food and wine-savvy region and we intend to represent the best locally-inspired products and food menu items. We can’t think of a better airport partner to work with as we launch this extension of our brand.”



Wines, beers and gourmet bakery items are served at the new bar

Greenville Spartanburg Airport District Chairperson Minor Shaw said: “We are thrilled to offer our customers another opportunity to experience high-quality food & beverage service. Vino Volo is a terrific addition to our award-winning concessions programme.”

Greenville Spartanburg International Airport President and CEO Dave Edwards added: “We continually look for ways to take the customer experience to new heights. We are proud to work with another company that’s so well regarded in the airport food & beverage industry.”



Local products are key to the Vino Volo MarketBar offer

Vino Volo was founded in 2004 and has 47 company stores in 35 airports across the US and Canada.

NOTE: The Moodie Davitt Report also publishes [FAB](#), the world's only media focused on airport (and other travel-related) food & beverage. The FAB Newsletter is published every two weeks and The FAB eZine every month.

Please send all news of food & beverage outlet openings, together with images, menus, video etc to Martin@MoodieDavittReport.com to ensure unrivalled global exposure.

The company also organises the annual Airport Food & Beverage (FAB) Conference & Awards. [FAB 2020 will be held in Istanbul on 23 and 24 June](#). Istanbul Airport will host the event, which will be a celebration not only of the best in international airport dining but also of Turkish cuisine and culture. FAB 2020 will be supported strongly by Tum & Ictur, the concessionaire managing 34,000sq m of food & beverage space at Istanbul Airport.