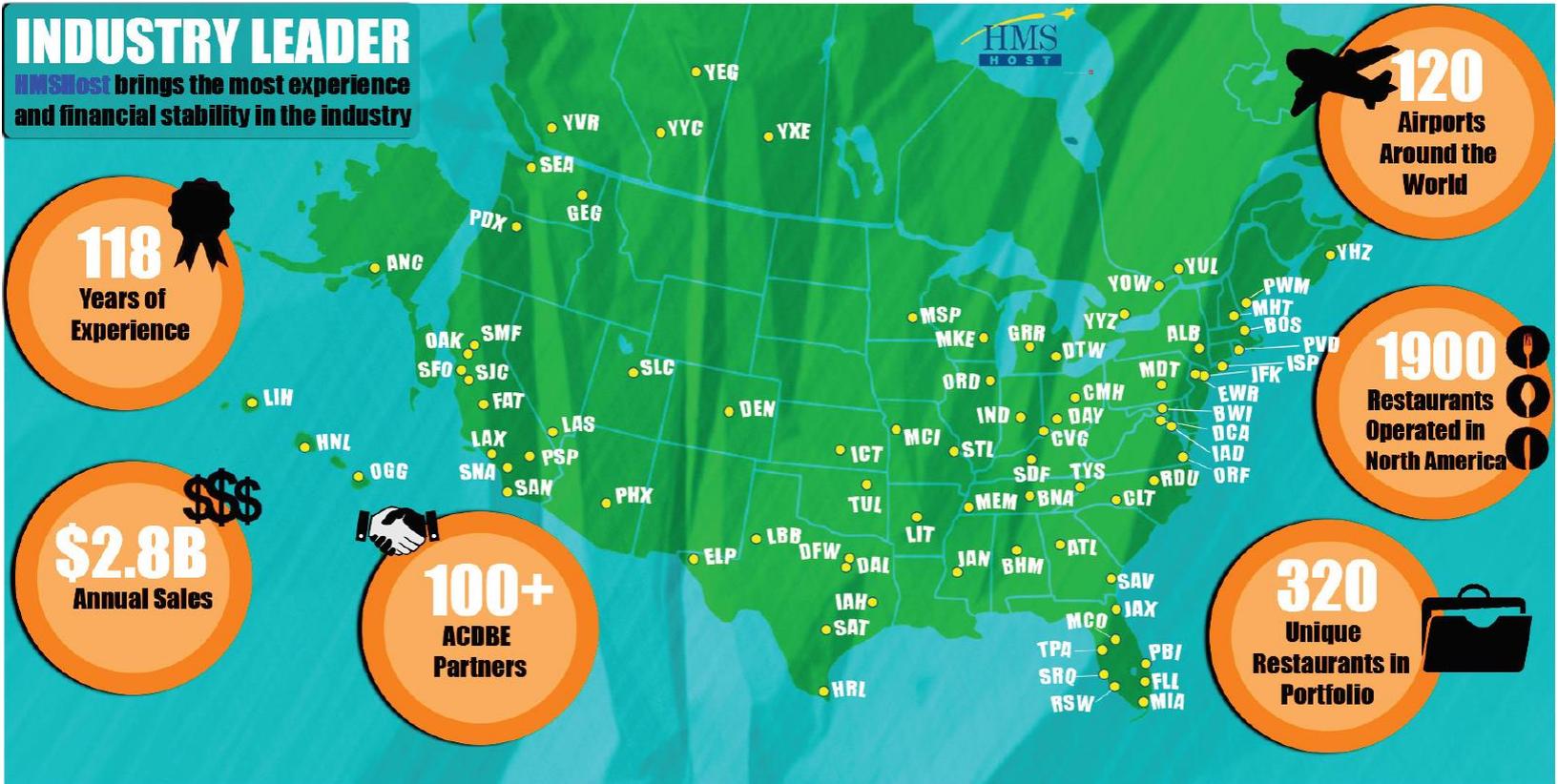




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**Deliver the Unexpected in an Expected Manner**

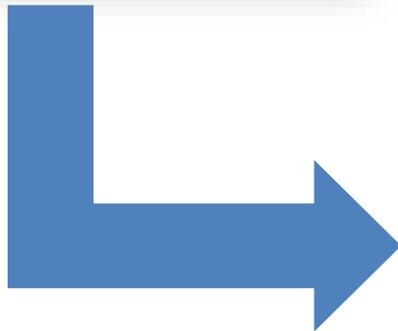
# About HMSHost



# Evolution of Food/Beverage in Motorways

# Food Experience

A change in travelers' behavior attributed to new technologies.



# Gourmet/Local



# Marketplace

Mix of retail and food and beverage



# Pop Up Stores

Deliver specialized retail or food and beverage



A Whole New Way to Deliver

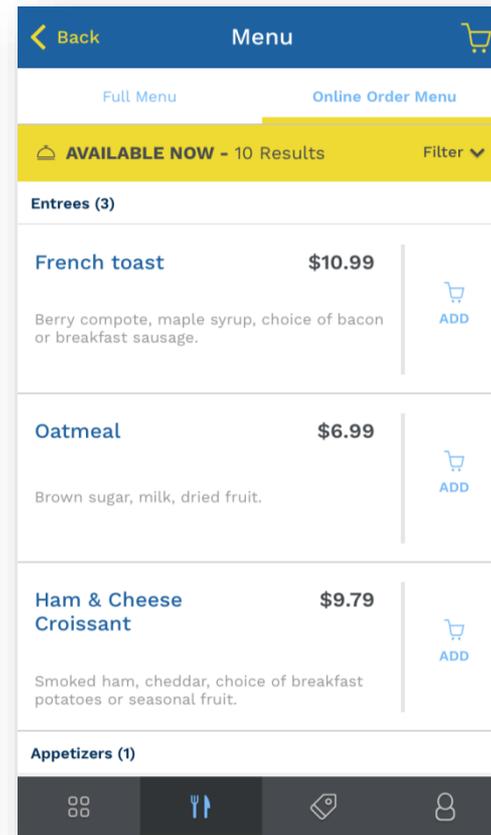
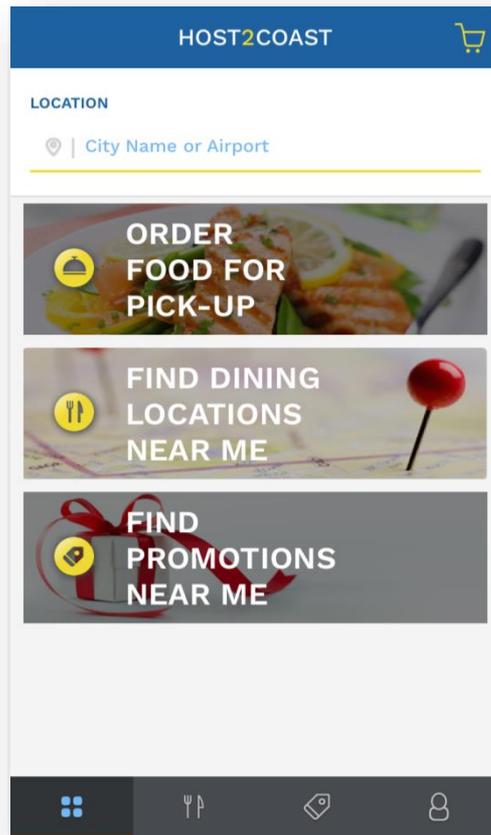
# Information/Content Difficulty

Speed of knowledge and information being delivered today



# Mobile App

Ability to pre-order and link with other technologies



# Drive-Thru Starbucks



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# Food Trucks



Deliver the Unexpected

Adapt to the Customers' Needs

Continue to Ask "Why Not"



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**Ask the Question: Why Not?**