



30 May ,2013

News Release

May 30, 2013

Two-concourse celebration marks the grand opening of Hartsfield-Jackson's newest concessions locations

A unique link ties together the Atlanta Braves All Star Bar and Grill, Goldberg's Café and The New York Times Bookstore

ATLANTA – You don't have to be a sports fan or an avid reader to enjoy the two newest concessions locations now open at Hartsfield-Jackson Atlanta International Airport.

Aviation officials celebrated the Atlanta Braves All Star Bar and Grill's official opening with a ribbon-cutting ceremony this morning at the Concourse D restaurant. This news food and beverage location was developed and is managed by Goldberg's Concessions.

Immediately following this event, Airport officials moved to Concourse E to celebrate the opening of Goldberg's Café and The New York Times Bookstore. This location managed and operated by Paradies, pairs Goldberg's Café, a local Atlanta favorite, with the most popular name in best-seller lists, The New York Times.

"It is rare that we schedule back-to-back grand openings," said Aviation General Manager Louis Miller. "The two locations we're celebrating today provide us a unique opportunity to unveil and showcase a pair of well-known brands we're sure travelers will enjoy!"

The New York Times Bookstore also celebrates Atlanta's culture and history in a special section dedicated to information on the National Center for Civil and Human Rights - set to open in Atlanta in the spring of 2014. It is the National Center for Civil and Human Rights that serves as the link between today's grand openings. The Atlanta Braves are longtime supporters of this cultural institution.

"The Braves are an enduring Atlanta icon and the National Center for Civil and Human Rights will soon join the ranks of our city's cherished landmarks. We're confident that these new locations will hit a home run with travelers who want to experience a sense of place that is unique to Atlanta," Miller added.

"We are grateful to have cultivated two exceptional partnerships with Atlanta's own Goldberg's Deli and the National Center for Civil and Human Rights," said Gregg Paradies, president and CEO of Atlanta-based airport concessionaire Paradies. "It gives us a great source of pride to offer an exquisitely combined retail, food and informative space to ATL and to commemorate Atlanta's role in the Civil Rights Movement by dedicating a special section of The New York Times Bookstore to the Center."

"It is truly an honor to be a part of the concessions program at the world's busiest airport, and we are proud to deliver local and regionally inspired menu favorites Atlantans have enjoyed for over 40 years," said Wayne Saxe, chairman and CEO of Goldberg's Group of Companies. "Our partnership with The New York Times Bookstore, featuring the National Center for Civil and Human Rights, provides passengers an opportunity to enjoy great food and service in a relaxing and enlightening atmosphere."

The Atlanta Braves All Star Bar and Goldberg's Café join an impressive lineup of the Airport's Atlanta-themed eateries, which include The Varsity, Ecco and The Pecan.

For a complete list of Airport concessions and locations, please visit: [www.atlanta-airport.com/concessions/](http://www.atlanta-airport.com/concessions/).

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Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world's busiest airport, serving more than 95 million passengers annually with nonstop service to 160 U.S. destinations and nearly 70 international destinations in more than 45 countries. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction - including the 2011 Global and North American Airport Efficiency Excellence Award from the Air Transport Research Society (for more information, go to [www.atrsworld.org](http://www.atrsworld.org)). It is undergoing \$6 billion-plus in capital improvements, which include a new, energy-efficient rental car center; a new, 12-gate international terminal (for more information, go to [www.atlanta-airport.com/internationalterminal/](http://www.atlanta-airport.com/internationalterminal/)); and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to [www.atlanta-airport.com](http://www.atlanta-airport.com). Check out the Airport's YouTube channel by visiting <http://www.youtube.com/AtlantaHartsfield>, and become a fan on Facebook.