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**Pressemitteilung - Press release – Communiqué de presse**

**New Press&Books Shop at Zürich Airport**

**Opening of a unique book and gastronomy space**

**On the 12 July 2013, a book and gastronomy space opened its doors at Zurich airport. Press&Books and the NZZ Café open up the exciting worlds of reading and gastronomy for passengers, all under one roof, and over more than 400 square meters.**

In collaboration with NZZ Café, the literary diversity specialist, Press&Books invites the airport's clientele to while away their waiting time in a relaxing atmosphere with books, newspapers, e-book readers and iPads. The reading lounge, spread over 400 square meters, was created under the direction of the architect Roger J. Copeland and welcomes the clientele with its modern design.

"The opening of the new shop is a milestone in Press&Books' story. After two years of intensive preparation, we have now successfully opened an innovative shop whose unique attributes and high-class design really raise the bar in the book and gastronomy sector", commented Michel Gruber, Sales Manager of k kiosk / Press&Books.

The newest Press&Books shop has a great range to offer all bookworms: crime thrillers, novels, non-fiction business texts, travel guides and magazines in various languages, and even E-book readers. Customers also benefit from top tips from expert booksellers. The selection is tailored to meet the needs of travellers, with a particularly extensive assortment of foreign-language books available. Souvenirs and gifts are also on offer.

Further information on Press&Books:

[www.valora.com/newsroom](http://www.valora.com/newsroom)

[www.pressbooks.ch](http://www.pressbooks.ch)

<http://twitter.com/ValoraGroup>

**Should you have any questions on the above, or require further information, please contact Valora's media service:**

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### **Valora facts and figures**

[Valora](#) is an economically robust, independent consumer-goods trading company operating on a Europe-wide scale. Valora operates in three business areas, all solely devoted to meeting the needs of consumer markets with significant sales potential. There is a clear emphasis on European markets where modern, mobile lifestyles have become widespread.

[Valora Retail](#): A market leader in small-outlet and micro-outlet convenience retail, operating a range of standardised shop formats at heavily frequented locations.

[Valora Services](#): A market leader in the distribution of press products to Valora-operated and third-party retail partners.

[Valora Trade](#): An exclusive distributor of food and non-food consumer goods to the retail sector.

### **Valora Retail facts and figures**

Valora Retail operates over 3,000 kiosks, convenience stores and gastronomy outlets in Switzerland, Germany, Luxembourg and Austria.

Valora Retail Switzerland operates the following retail formats:

- Some 900 [kiosk](#) shops
- Over 100 [avec](#) convenience stores
- 28 [Press & Books](#) outlets
- 40 [gastronomy](#) units
- 35 [Brezelkönig](#) fresh pretzel take-away outlets

### **Press&Books Facts and Figures**

Press&Books has over 200 shops in Germany, Austria and Switzerland. Travellers find a great source of inspiration from the very wide selection on offer. Whether they seek an educational, entertaining, practical, interactive or relaxing experience, they are sure to find what they're looking for!