

Stockholm, 8 October 2012

Scandic increases focus on Food & Beverage

Scandic Hotels sees strong potential for developing its Food & Beverage operations and has therefore chosen to create a new post at Group level in this area. In October, Ulrika Garbrant will become Scandic's first Vice President Food & Beverage.

Ulrika Garbrant will have overall responsibility for Food & Beverage at Scandic, which means overseeing that part of our business in all nine countries where Scandic has hotels. Ulrika has extensive experience in the restaurant industry and service sector, having held top positions in both. These include CEO of the rapidly growing chain Espresso House, as well as General Manager, Marketing Manager and Controller at SSP (Scandinavian Service Partner).

Her most recent post was Nordic Marketing and Product Director at the fitness chain SATS. Ulrika has a degree in economics with a focus on Service Management from the School of Business, Economics and Law in Gothenburg.

"Food & Beverage is a key area that is in a phase of strong development here at Scandic. It is also a part of our business where we have clear potential for further growth. We are pleased to be welcoming Ulrika with all her excellent experience. She will bring a great deal to our management team," comments Anders Ehrling, CEO Scandic.



"Managing the largest food and beverage operation in the Nordic hotel world is, of course, a real challenge, but it is also incredibly stimulating. My ambition is for us to create exciting new experiences and take Scandic's food and beverage offering to even greater heights for our guests," says Ulrika Garbrant.

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Every day, Scandic's 6,600 team members work with one single goal in mind – to make you feel welcome.

As the Nordic region's most eco-friendly hotel chain we're always focused on the environment, social responsibility and accessibility. With 160 hotels in nine countries, 29,910 hotel rooms and a turnover of EUR 842 million, Scandic is the largest hotel chain in the Nordic countries. We want to be more than just a hotel – Scandic is a place where people meet, work and get inspired.