



New Vice President of Culinary to Champion Culinary Experiences for SSP America
Kumrow will guide the company's culinary vision for today's airport traveler

(United States, 26 March 2026): SSP America, a division of SSP Group, a leading operator of food and beverage brands in travel locations worldwide, today announced the appointment of Brian Kumrow as vice president, culinary. Kumrow will lead the company's culinary strategy across its growing portfolio of airport restaurants, ensuring that SSP America continues to deliver exceptional food experiences deliver the best part of the journey for passengers.

In his new role, Kumrow is responsible for setting the culinary vision that drives menu innovation, brand authenticity, food safety excellence, and operational execution across hundreds of SSP America locations. He partners closely with operations, commercial, supply chain, food safety, marketing, and development to create food programs that are scalable, financially aligned, and deeply connected to the local communities the company serves.

Kumrow joins SSP America with more than 15 years of multi-unit culinary leadership. Most recently, he served as director of food & beverage for Delaware North's travel division, overseeing the culinary program for more than 220 outlets across 22 airports. His experience includes leading high-volume teams, designing efficient airport kitchens, collaborating with national and local brands, and establishing chef-development programs in partnership with the Culinary Institute of America.

"Brian brings an impressive combination of culinary expertise, operational discipline, and authentic connection to local food culture," said President of Operations Excellence Amanda Busby. "His passion for developing chefs, elevating food quality, and delivering memorable experiences for passengers aligns perfectly with who we are as a company. Brian will play a critical role in strengthening our culinary foundation as we continue to grow across North America."

Kumrow's culinary career began in Buffalo, New York, where his early exposure to the region's diverse cultural heritage sparked his interest in food. Over the next decade, he advanced through leadership roles in restaurant, casino, and airport environments, ultimately building a reputation for championing chef mentorship, sustainability, community engagement, and high-quality, locally inspired menus.

"My goal is to ensure the food we create becomes the best part of the journey for every passenger," said Kumrow. "I'm ready to partner with beloved local restaurant brands, guide the proprietary brands created by SSP America specifically for the airport passengers, and ensure we deliver the menus of national brands passengers know and love. I'll also be focused on developing a team of culinary leaders ready to deliver the evolving expectations of today's travelers."

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Further information:

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About SSP America

SSP America is a division of SSP Group plc (LSE:SSPG), a global leading operator of food and beverage outlets in travel locations employing 49,000 colleagues in around 3,000 units across 38 countries. We specialize in designing, creating, and operating a diverse range of food and drink outlets in airports, train stations, and other travel hubs across six formats: sit-down and quick service restaurants, bars, cafés, lounges, and food-led convenience stores. Our extensive portfolio of brands features a mix of international, national, and local brands, tailored to meet the diverse needs of our clients and customers.

Our purpose is to be the best part of the journey, and our focus is on making every journey taste better – bringing great food and welcoming hospitality to travelers across the globe. Sustainability is crucial for our long-term success, and we aim to deliver a positive impact for our business while uniting stakeholders to promote a sustainable food travel sector.