



Buddy's Detroit-Style Pizza Brings an Iconic Taste of Detroit to DTW

The originators of Detroit-style pizza open a new location at DTW

(United States, 20 January 2026): SSP America, a division of SSP Group, a leading operator of food and beverage brands in travel locations worldwide, today announced the opening of Buddy's Detroit-Style Pizza at Detroit Metropolitan Wayne County Airport (DTW). Founded in Detroit in 1946, Buddy's is widely recognized as the creator of Detroit-style pizza and a legendary local brand synonymous with square, crispy-edged pies.

The Detroit-style pizza legacy began at Buddy's Rendezvous Pizzeria on Six Mile and Conant Street on Detroit's east side when, in 1946, Gus Guerra made his first square pizza. Baked in forged-steel pans borrowed from local automotive plants, they produced a very light, crispy crust that is now synonymous with Detroit.

"Detroit-style pizza is more than a meal, it's part of this city's identity," said Buddy's Detroit-Style Pizza Vice President of Marketing Michelle Lawton. "Bringing Buddy's to DTW gives us the opportunity to introduce travelers to an authentic Detroit experience, combining our iconic square pizzas with a welcoming atmosphere designed for today's traveler. It's an exciting way to connect our history with a global audience."

Designed for today's travelers, Buddy's at DTW offers a welcoming, full-service dining experience with options for sit-down meals, grab-and-go service, and a bar featuring local beers, classic cocktails, wine, and family-friendly beverages. The restaurant delivers a true taste of Detroit, pairing time-honored recipes with a casual, approachable atmosphere that appeals to a wide range of passengers.

Buddy's menu highlights its iconic Detroit-style square pizzas, handmade with premium ingredients and baked to achieve a light, airy interior and perfectly crisp crust. Guests can also enjoy Buddy Bread, salads, wings, pastas, sandwiches, and shareable starters, alongside a beverage program featuring Michigan favorites and classic cocktails. The DTW location is designed for efficiency, incorporating digital ordering and streamlined service to meet the pace of modern travel.

"Detroit Metropolitan Wayne County Airport is often the first and last stop for visitors to our region, and Buddy's is a perfect way to welcome travelers with something that is truly Detroit," said Wayne County Airport Authority Chief Executive Officer Chad Newton. "As a beloved local brand, Buddy's helps showcase the character and culinary heritage that make Detroit special."

"Buddy's is a Detroit original, and bringing this iconic brand to DTW allows us to showcase the city's culinary heritage in a meaningful way," added SSP America Chief Development Officer Paul Loupakos. "This opening reflects our commitment to delivering authentic, taste-of-place dining experiences that resonate with travelers and celebrate the communities we serve."

The opening of Buddy's at DTW reflects SSP America's continued focus on partnering with iconic regional brands to enhance the airport dining experience.

From its beginnings on Detroit's east side to its role as the originator of Detroit-style pizza, Buddy's continues to turn strangers into friends and now welcomes travelers with an authentic slice of Motor City tradition.

###

Further information:

Lana Cramer, Vice President, Brand Strategy and Communications
240.882.0754, Lana.Cramer@foodtravelexperts.com

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.