



FOR IMMEDIATE RELEASE

VV The Italian Experience Opens at Cincinnati/Northern Kentucky International Airport
Cincinnati-born concept brings three generations of Italian heritage to Concourse B

(United States, April 17, 2026) – SSP America today announced the opening of VV The Italian Experience at Cincinnati/Northern Kentucky International Airport (CVG), introducing an all-day Italian dining experience for travelers in Concourse B.

Located near Gate B17, VV The Italian Experience introduces a warm, contemporary dining destination inspired by the traditions of Puglia and shaped by three generations of the Stefano family. The concept blends authentic Italian ingredients, regional culinary heritage, and a sense of everyday elegance—offering travelers a place to slow down, settle in, and enjoy a true taste of Italy before takeoff.

The opening marks an exciting new chapter for the Cincinnati-based brand, which first established its U.S. presence in 2018 and has since built a loyal following through its commitment to authenticity, quality, and hospitality.

“We are incredibly proud to open VV The Italian Experience at CVG,” said **Andrea Stefano, CEO & Owner, VV The Italian Experience**. “For my whole family, this is about so much more than opening a restaurant in an airport. It is about reintroducing our brand in a way that honors where we come from—from Cincinnati to Puglia, southern Italy, where our grandfather Erminio first began this journey in the 1940s. Seeing that story come to life in such a beautiful space, and sharing it with travelers from around the world, is something that means a great deal to us.”

VV The Italian Experience traces its roots back to the early 1940s, when family patriarch Erminio Stefano purchased land in Casamassella, a small town in Puglia, where he made wine, grew vegetables, and baked pastries from local ingredients. That spirit of craftsmanship was carried forward by his son, Antonio Stefano, who expanded the family business and branded it Vigne Vecchie—Italian for “the old vineyard.” Today, Antonio’s sons, Erminio and Andrea, have brought that legacy to the United States, creating a concept that is not just a simple café or restaurant, but a fully immersive Italian experience.

“CVG has always been committed to offering travelers a dining experience that reflects the quality and character of this region. VV The Italian Experience does exactly that. This is a Cincinnati brand with deep roots, and we are proud to welcome it into our Concourse as the kind of destination that makes travel more memorable,” said **Chad Summe, Chair, Kenton County Airport Board**.

Open all day, the CVG location features a menu designed for the rhythms of travel, with breakfast, appetizers, soups, salads, handhelds, and entrées. Guests can expect dishes such as piadina, pasta bolognese, and pasta alla genovese, alongside wine, cocktails, and aperitivo offerings that bring added depth and personality to the experience.

“VV The Italian Experience is exactly the kind of concept we love bringing into airports: a brand the local community loves, and passengers consider the best part of the journey,” said **George Mboya, Chief Executive Officer, SSP America**. “Rooted in family, heritage, and genuine hospitality, offers a a culinary style which feels both elevated and deeply personal. We’re proud to partner with VV and CVG to bring this beautiful expression of Italian food and culture to the terminal.”

“What sets VV apart is the story behind it. Three generations of family heritage, a concept born right here in Cincinnati, and a dining experience that gives our travelers a genuine sense of place before they ever leave the ground. We’re pleased to bring that experience to Concourse B,” said **Larry Krauter, CEO of CVG Airport**.

The new restaurant further strengthens CVG’s dining program by introducing a locally based brand with international roots—one that reflects both the airport’s commitment to quality and the growing appetite for more meaningful, sense-of-place experiences in travel.

Location

VV The Italian Experience is located post-security near Gate B17 in Concourse B at Cincinnati/Northern Kentucky International Airport.

Further information:

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About VV The Italian Experience

VV The Italian Experience is an authentic Italian coffee bar and restaurant based in Cincinnati, Ohio, dedicated to bringing the true essence of Italian culture, food, and hospitality to the local community. Founded in 2023 and operating under VV Just Italian Inc., the brand serves thousands of guests each month through its Mt. Lookout location, offering a carefully curated menu featuring handcrafted espresso, artisanal pastries, and traditional Italian dishes made with premium ingredients.

With a growing team of hospitality professionals and a strong focus on quality and consistency, VV The Italian Experience combines authentic recipes, imported ingredients, and modern execution to deliver a distinctive dining experience. The brand is currently expanding through new concepts and a developing franchising model, with a new location set to open in Cincinnati in 2026.

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.

About CVG Airport

CVG welcomed 9 million travelers in 2025. The airport offers more than 55 nonstop destinations with 14 airlines/tour operators. It is proud to serve two nonstop transatlantic flights: to London via British Airways, and to Paris-CDG through Delta Air Lines. CVG is home to two global air hubs that continue to drive growth: Amazon Air's Hub and DHL Express' Global Superhub for the Americas. With an annual impact of \$10.5 billion on the local economy, the airport drives regional growth and remains a leader in aviation innovation. Learn more at CVGairport.com