



## **SSP America and JFKIAT Celebrate the Next New Chapter of Five Borough Food Hall at JFK Terminal 4**

*Reimagined proprietary food hall brings global flavors, New York energy, and traveler-ready convenience to JFK T4*

(United States, May 22 2026): SSP America, a division of SSP Group, a leading operator of food and beverage brands in travel locations worldwide, together with JFKIAT, the operator of Terminal 4 at John F. Kennedy International Airport, today announced the reopening of the refreshed Five Borough Food Hall, SSP America's proprietary New York-inspired food hall concept at JFK Terminal 4.

The reopening was celebrated with a ribbon cutting at Terminal 4 on May 21, bringing together representatives from JFKIAT, SSP America, For Five Coffee Roasters, joint venture partners, airport leaders, and the teams behind the refreshed dining experience.

Since its debut, Five Borough Food Hall has been recognized as one of SSP America's signature proprietary concepts, earning AXN's Best New Concept award in 2018 and FAB Awards' Airport Street Food Offer of the Year in 2018.

Originally created by SSP America in partnership with JFKIAT, Five Borough Food Hall has been reimagined for today's traveler while preserving the energy, variety, and unmistakable New York spirit that made the concept a standout at Terminal 4. The refreshed food hall brings together a broad all-day lineup including **For Five Coffee Roasters, Dromos Fresh Greek Food, Mango Taco Truck, Five Borough Food Hall Deli, and 5BFH Pizza**, offering travelers everything from locally roasted coffee and pastries to Greek-inspired bowls, tacos, burritos, New York deli sandwiches, pizza, salads, and grab-and-go items.

As *the* international terminal of JFK, Terminal 4 is where America greets the world — and where Big City dining starts before the journey begins. Today, Terminal 4 spans more than two million square feet, serves more than 27 million passengers annually, houses 21 airlines, and supports a community of 12,000 employees. In a terminal defined by movement, diversity, and global connection, Five Borough Food Hall offers a dining experience designed to meet the moment: fast when travelers need speed, varied when they want choice, and unmistakably rooted in New York.

The refreshed design moves the original concept forward from its food-truck hall roots into a modern New York neighborhood market. Warm wood details, brick textures, mural-wrapped columns, subway-inspired tile, bold menu graphics, branded refrigerated cases, and open service counters create a layered sense of place that nods to the streets, storefronts, delis, slice shops, coffee counters, and global flavors found across the five boroughs.

“Five Borough Food Hall has always captured what makes New York such an extraordinary food city: its pace, diversity, and creativity,” said **George Mboya**, CEO of SSP America. “This refresh marks an exciting new chapter for a concept created specifically for JFK

Terminal 4 and a key part of our partnership with JFKIAT. Together, we're continuing to deliver authentic dining experiences that reflect the city outside the terminal and bring the best part of the journey to life for our travelers."

"Marking the reopening of Five Borough Food Hall at JFK T4 is a significant milestone as we continue to elevate the terminal experience for our passengers," said **Roel Huinink**, Chief Executive Officer of JFKIAT. "Thanks to our long-lasting partnership with SSP America, who have been instrumental throughout our 25-year journey, passengers at T4 will have access to a curated selection of exceptional culinary options, offering a New York sense of place that aligns with the Port Authority's vision for JFK. The addition of For Five Coffee Roasters exemplifies that vision, and we're very pleased that this local Queens-based business will have the opportunity to enter the airport concessions space for the first time with the benefit of SSP's global expertise and mentorship."

A key part of the refreshed offer is the addition of **For Five Coffee Roasters**, the Queens-born specialty coffee company known for small-batch roasting, premium beans, and cafés designed around craft, hospitality, and New York energy. Its Five Borough Food Hall menu includes hot and iced espresso drinks, cold brew, matcha, chai, pastries, and signature beverages including **The Five** and **The Louie**.

"Opening our first airport location at JFK is a milestone that feels especially meaningful because it brings us back to where our story began — Queens," said **Stefanos Vouvoudakis, Co-Founder and CEO of For Five Coffee Roasters**. "For Five was built to redefine what coffee hospitality could look like — combining elevated design, exceptional product, and a level of service that delivers a luxury experience within an everyday ritual. To now bring that vision to one of the world's most iconic gateways is an exciting milestone for our team and our brand. Through our partnership with SSP America and JFKIAT, we're proud to introduce travelers from around the world to a New York-born coffee experience rooted in craftsmanship, hospitality, and the energy that defines this city."

The refreshed Five Borough Food Hall also supports the operational realities of one of North America's busiest international terminals. Multiple counters, clear menu identities, strong visual cues, grab-and-go merchandising, and a broad range of meal solutions help serve different passenger needs across the day — from early morning coffee and breakfast to lunch, dinner, snacks, and meals to take to the gate.

The reopening comes as JFK Terminal 4 celebrates its 25th anniversary, marking a milestone year for one of the most significant public-private aviation partnerships in the United States. SSP America's presence at Terminal 4 is part of a longstanding relationship with JFKIAT, built around a shared commitment to delivering a food and beverage program that matches the caliber, complexity, and international character of the terminal.

With its refreshed design, expanded menu platform, and renewed focus on speed, choice, and New York character, Five Borough Food Hall continues to serve as a signature SSP America concept at JFK Terminal 4 — a place where travelers can experience the flavor of the city before they fly.

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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.

### **About For Five Coffee Roasters**

For Five Coffee Roasters is a New York based premium coffee company built on a commitment to taste, craftsmanship, hospitality, and design. The Company sources, imports, and roasts its own signature blends and single-origin coffees under its proprietary label. Each cafe is individually designed to reflect the character of its neighborhood, ranging from kiosks and grab-and-go formats to full and fast-service restaurants. Powered by a team of more than 300 employees, For Five is on a mission to bring the flavor and energy of New York City to customers across the country.

From The Five Boroughs. For The World. For more information, visit [www.forfivecoffee.com](http://www.forfivecoffee.com).