



An efficient and cozy coffee shop concept designed by Lagardère Travel Retail specifically for travelers

Hand-crafted quality coffee, fresh pastries, cold beverages, salads, sandwiches and bakery products adapted to local tastes will reassure stressed travelers and indulge their senses.

So! Coffee has been designed with ease and efficiency in mind, facilitating a smooth customer pathway through the outlet, and displaying an offer that is understandable at a single glance.

So! Coffee allows travelers to enjoy comfortable seating where they can take a break and immerse themselves in a great coffee experience. The setting is contemporary, very much in line with current trends: a warm atmosphere mixing traditional coffee house conventions with modern and industrial elements. Stylish furniture and decoration, a mix of new and vintage-feel lighting, and the use of industrial materials such as concrete make this a resolutely contemporary concept.



6
countries



73
stores



12
airports



50+
stations