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**HOJEIJ BRANDED FOODS WELCOMES NEW CHIEF DEVELOPMENT OFFICER,  
ANDREW WEDDIG**

*Airport food and beverage expert overseeing the addition of exciting new brands  
to company portfolio*

ATLANTA (Jan. 25, 2017) - After spending 20 years helping airports across the country determine the next food and beverage trends, Andrew Weddig is now bringing his expertise and skill set to the other side of the business transaction as [Hojeij Branded Foods'](#) (HBF) chief development officer. His focus is on continuing to bring innovative culinary and beverage brands to HBF airport properties in cities like Atlanta, Washington D.C., Baltimore, San Francisco and Orlando and expanding the company's industry-redefining guest engagement initiatives.

Formerly a longtime senior vice president for Unison Consulting, Weddig has dedicated much of his career to assisting airports in implementing and managing their food and beverage programs. "I've seen many larger companies handcuffed by their size," says Weddig. "HBF is not afraid to be creative, introduce exciting new brands to our guests like Cat Cora's Kitchen and position themselves to be an industry leader."

Says Wassim Hojeij, co-founder and president of business development for HBF: "We're excited to welcome Andy and his industry expertise to the HBF family. One of the cornerstones of our success has always been to attract the best people and give them the opportunity to excel at what they do. With talent like Andy in place, we are positioned for even more growth in 2017."

Explains Weddig, "No one goes to the airport strictly to shop or dine. Our job is to create a memorable experience and engage our guests so they want to return time and time again. Introducing inventive, unique dining opportunities, including The Plant Café Organic in San Francisco and Varasano's Pizzeria in Atlanta, is a great way for us to achieve that."

Weddig is flying across the country regularly and has an opportunity to interact with the company's brands himself. "Even at a peak time of 7 a.m. on a recent trip, I walked into one of our restaurants without anyone knowing who I was and experienced the friendliness, the accuracy, the speed and the smile that's the trademark of HBF's guest services," says Weddig. "It's a vivid example of what sets us apart and why I'm proud to be a part of this company."

**About Hojeij Branded Foods**

Hojeij Branded Foods is a Morgan Stanley Private Equity Portfolio Company founded by Wassim Hojeij, president of business development. HBF is an Atlanta-based company operating more than 75 restaurants and bars with over 40 widely known national, regional and local brands in its U.S. portfolio. For more information, visit [www.hbfairports.com](http://www.hbfairports.com).

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