
FOR IMMEDIATE RELEASE

Jamba Juice Grows to Three Locations at Denver International Airport

DENVER, CO — Oct. 23, 2013 — The second of two new Jamba Juice locations is now open at Denver International Airport (DIA).

Jamba Juice opened today on Level 6 of the main Jeppesen Terminal. The restaurant is the company's third location at DIA, joining the existing locations on the B and C Concourses. The C Concourse location opened July 31.

Jamba Juice is a pit stop for health-conscious travelers to refill their vitamin reserves. The dining option offers a wide selection of freshly-squeezed fruit juices, smoothies, energy drinks and other blended concoctions, as well as quality foods.

The terminal location will be open from 5 a.m. to 9 p.m. daily and is operated by The Aviators Holding Company.

"We know that many travelers seek healthy dining options when they fly," said Kim Day, Denver's Manager of Aviation, "and Jamba Juice has proven to be a popular choice. So we are excited to see the brand grow to three locations at our airport. This is another step in the transformation of our concession program, which will improve retail, food and beverage offerings for our passengers – throughout the airport – over the next few years."

About DIA's Concession Program:

DIA's concession program consists of more than 170,000 square feet of retail space inside the airport that includes more than 140 locations offering an exciting culinary, fashion and retail experience. In 2012, the concession program generated more than \$280 million in annual gross sales and more than \$49 million in revenue to the airport. For more information about retail store opportunities, please e-mail concessions@flydenver.com or visit <http://business.flydenver.com/bizops/concessions.asp>.

Photo courtesy of Denver International Airport.

Denver International Airport is the 13th-busiest airport in the world and the fifth-busiest airport in the United States. With more than 50 million passengers traveling through the airport each year, DIA is one of the busiest airline hubs in the world's largest aviation market. DIA is the primary economic engine for the state of Colorado, generating more than \$26 billion for the region annually. For more information visit www.flydenver.com, check us out on [YouTube](#), like us on [Facebook](#) and follow us on [Twitter](#).

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