

### WHSmith launches District Market Coffee



WHSmith, the global travel retailer, has today launched a brand-new coffee store format for UK hospitals - District Market Coffee.

Offering quick and delicious food and drink for both dine-in and takeaway, District Market Coffee has been created specifically to introduce a high-quality coffee shop and café offer for every hospital customer.

The first District Market Coffee opens today with a 1084k sq ft café in Sheffield Northern General Hospital, with a second café due to open in Sheffield Royal Hallamshire Hospital in the coming weeks.

District Market Coffee is designed to serve all hospital customers with a wide range of delicious, balanced and great value products. This includes fresh patisserie baked in-store to hot breakfasts to chilled meal deals, with coffee loyalty offers and a 10% NHS discount across all products.

The coffee shop and café is also committed to supporting the local community. The café will offer only locally sourced coffee from Frazers roastery in Sheffield, champion the works of local artist Jo Peel across its bespoke interiors, as well as donate 1% of revenue to Sheffield Hospitals Charity, the Trust's dedicated charity. District Market Coffee will also partner with Too Good to Go to redistribute any surplus food to local charities and community groups and minimise any waste as part of its commitment to operating as sustainably as possible.

WHSmith already has experience localising and personalising stores in its North America business – including introducing locally sourced products and store décor – with the retailer applying this experience to its range of hospital formats for the first time through District Market Coffee.

WHSmith currently runs over 140 stores and franchises in hospitals across the UK and is one of the fastest growing areas of its UK Travel business. The launch of District Market Coffee adds to

the retailer's range of formats it operates across different hospitals including WHSmith, Marks & Spencer Simply Food, Costa Coffee, and proprietary coffee brands. The retailer recently outlined that it sees opportunities ahead for at least one of its formats to extend into up to a further 200 hospitals.

**Andrew Harrison, UK Travel Managing Director, WHSmith commented:** "We are excited to be opening the first District Market Coffee in the UK today. Whether it's a quick bite to eat or a place to relax and recharge, District Market Coffee and its wide range of quality, locally sourced products is well set up to be a part of the hospital and wider community. This launch is the latest example of WHSmith's growing experience and expertise in working with Hospital Trusts to deliver relevant, modern and customer focused retail offers and we see further opportunities for growth ahead."

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**Notes to Editors:**

**About WH Smith**

WHSmith is a leading global retailer in news, books and convenience for the world's travelling customer. With more than 1,700 stores across 30 countries worldwide, WHSmith offer customers a wide range of books, newspapers & magazines, travel and digital accessories and food and drink. The Company has a growing international business with over 600 stores primarily across the world's leading airports. In November 2018, WHSmith acquired InMotion, a leading global technology retailer in US airports, now operating over 120 stores, including stores in the UK, Spain and Australia. In December 2019, WHSmith acquired Marshall Retail Group, a leading and fast-growing US travel retailer with over 170 stores.