



Media Contact:

Karen Gutiérrez

Email: [kgutierrez@cvgairport.com](mailto:kgutierrez@cvgairport.com)

Phone: 859-767-NEWS (6397)

Cell: 859-240-2156

## CVG welcomes VV The Italian Experience to Concourse B

*Cincinnati-based concept brings three generations of Italian heritage to CVG travelers*

### Highlights:

- VV The Italian Experience now open near B17
- [Family-owned restaurant serves authentic Italian favorites](#)
- Brand originated in Puglia region of Southern Italy
- Original location a Mount Lookout staple

[Photos and b-roll for media use](#)

**Erlanger, Ky. (April 17, 2026)** – A Cincinnati restaurant with deep Italian roots has found a new home at CVG Airport. VV The Italian Experience celebrated its grand opening this week in Concourse B near Gate B17. The family-owned business offers travelers an Italian dining experience rooted in heritage, regional culinary tradition and genuine hospitality.

“I guess I know where I’ll be before flights,” one fan posted in social media after the CVG location was announced.

“Their salads are amazing!” wrote another.

VV The Italian Experience opened its first location in the Mount Lookout neighborhood of Cincinnati in 2023, but the brand traces its origins to the 1940s. That’s when family patriarch Erminio Stefano began growing wine, vegetables, and pastries on land in Casamassella, a small village in the Puglia region of southern Italy. His son Antonio brought that spirit forward and branded the family business Vigne Vecchie, which is Italian for “the old vineyard.”

Today, Antonio’s sons Erminio and Andrea carry on the tradition in the Cincinnati and Northern Kentucky region.

The CVG location is open all day and features a menu designed for the rhythms of travel, with breakfast, appetizers, salads, handhelds, and entrées. Guests can expect dishes such as piadina, pasta bolognese, and pasta alla Genovese, alongside wine, cocktails, and aperitivo offerings that bring added depth and personality to the experience.

“For my whole family, this is about so much more than opening a restaurant in an airport. It is about reintroducing our brand in a way that honors where we come from — from Cincinnati to Puglia, where our grandfather Erminio first began this journey in the 1940s. Seeing that story come to life in such a beautiful space, and sharing it with travelers from around the world, is something that means a great deal to us.” said Andrea Stefano, CEO and owner of VV The Italian Experience.

“CVG has always been committed to offering travelers a dining experience that reflects the quality and character of this region. VV The Italian Experience does exactly that. This is a Cincinnati brand with deep roots, and we are proud to welcome it into our Concourse,” said Chad Summe, Chair of the Kenton County Airport Board.

“What sets VV apart is the story behind it. Three generations of family heritage, a concept born right here in Cincinnati, and a dining experience that gives our travelers a genuine sense of place before they ever leave the ground. We’re pleased to bring that experience to Concourse B.” said Larry Krauter, CEO of CVG Airport.



VV The Italian Experience at CVG is operated in partnership with SSP America, a global food and beverage operator with outlets in airports and travel locations across 38 countries.

“VV The Italian Experience is exactly the kind of concept we love bringing into airports: a brand the local community loves, and passengers consider the best part of the journey,” said George Mboya, Chief Executive Officer, SSP America. “Rooted in family, heritage, and genuine hospitality, offers a a culinary style which feels both elevated and deeply personal. We’re proud to partner with VV and CVG to bring this beautiful expression of Italian food and culture to the terminal.”

## **Location**

VV The Italian Experience is located post-security near Gate B17 in Concourse B at CVG Airport.

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## **About VV The Italian Experience**

VV The Italian Experience is an authentic Italian coffee bar and restaurant based in Cincinnati, Ohio, dedicated to bringing the true essence of Italian culture, food, and hospitality to the local community. Founded in 2023 and operating under VV Just Italian Inc., the brand serves thousands of guests each month through its Mt. Lookout location, offering a carefully curated menu featuring handcrafted espresso, artisanal pastries, and traditional Italian dishes made with premium ingredients.

With a growing team of hospitality professionals and a strong focus on quality and consistency, VV The Italian Experience combines authentic recipes, imported ingredients, and modern execution to deliver a distinctive dining experience. The brand is currently expanding through new concepts and a developing franchising model, with a new location set to open in Cincinnati in 2026.

## **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 CVG Airport**

CVG welcomed 9 million travelers in 2025. The airport offers more than 55 nonstop destinations with 14 airlines/tour operators. It is proud to serve two nonstop transatlantic flights: to London via British Airways, and to Paris-CDG through Delta Air Lines. CVG is home to two global air hubs that continue to drive growth: Amazon Air’s Hub and DHL Express’ Global Superhub for the Americas. With an annual impact of \$10.5 billion on the local economy, the airport drives regional growth and remains a leader in aviation innovation. Learn more at [CVGairport.com](http://CVGairport.com)