

2025 CINEEUROPE

UNIC/COCA-COLA ANNOUNCE THE JOINT WINNERS OF THE UNIC/COCA-COLA RETAIL AWARD TO ODEON CINEMAS GROUP AND PATHÉ CINÉMAS FRANCE AT CINEEUROPE 2025

The Retail Award, initially introduced at CineEurope by Coca-Cola in 2024, recognises and celebrates the excellence and business importance of Retail to Cinema Exhibition.

For 2025, Coca-Cola has partnered with UNIC to present the UNIC/Coca-Cola Retail Award. A new selection process welcomed entries from cinema exhibition across Europe resulting in 4 finalists going through to final judging – Notorious Cinemas; Odeon Cinemas Group; Pathé Cinémas France and Village Cinemas.

After the final selection by the judges - **Nicola Knight** [Head of Away from Home Insight, Institute of Grocery Distribution]; **Malcolm MacMillan** [Managing Director, UK. EVP Exhibitor Relations, Boost, The Boxoffice Company] and **Sonia Ragone** [Industry Relations & Research Manager, UNIC] – the scoring concluded in a tie. While the entries differed in approach, both were deemed equally outstanding, warranting the decision to honour both companies as joint winners.

We are pleased to announce the Joint Winners of this year's award – Odeon Cinemas Group, for their brilliantly executed omnichannel digital food and beverage sales programme, and Pathé Cinémas France for their innovative and elegant Popcorn Bar at the Pathé Café at Pathé Palace in Paris.



© Odeon Cinemas Group



© Odeon Cinemas Group



Pathé Café at Pathé Palace in Paris

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Pathé Café at Pathé Palace in Paris

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Welcoming the announcement of the Awards, Laura Houlgatte, UNIC CEO, said:

“Congratulations to this year's awardees, whose outstanding contribution and dedication to excellence in retail concepts are a source of inspiration – bravo!”

Nick Gault, Senior Director, Away From Home Customers for Coca-Cola Europe said:

“Congratulations to all participants in this year's UNIC/Coca-Cola Retail Award. We were delighted with the quality of entries across Europe and that they came from small and large operators. We welcome this opportunity to showcase and promote excellence in cinema retail.”

Andrew Sunshine, President of The Film Expo Group, added: *“We are thrilled to honor these two exhibitors and recognize their exceptional retail achievements this year.”*

About CineEurope

CineEurope 2025 will take place 16-19 June at the Centre Convencions Internacional Barcelona (CCIB) in Barcelona, Spain. CineEurope is the longest-running and most successful European convention and trade show for major, regional, and independent cinema professionals. CineEurope will feature exclusive screenings and product presentations of upcoming films, sponsored events, timely and informative seminars, and the CineEurope Trade Show. CineEurope is the Official Convention of the Union Internationale des Cinémas/International Union of Cinemas (UNIC).

About UNIC

The Union Internationale des Cinémas/International Union of Cinemas (UNIC) represents the interests of cinema trade associations and cinema operators covering 39 countries in Europe and in neighbouring regions.

About Film Expo Group

The Film Expo Group is the premier organizer of events in the motion picture industry. The Film Expo Group produces CineEurope, held in Barcelona; CineLATAM, held in Miami; and CineAsia, held in Bangkok.

Additional information can be found at www.filmexpoxpos.com.

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