

Grupo Madero opens restaurant complex on Via Dutra and strengthens presence on the roads

Ecoparada brings together 4 brands of the group and stands out for its sustainable project - first unit was opened on Rodovia Castello Branco

Curitiba, June 29, 2022 – The **Ecoparada** located on **Presidente Dutra Highway**, Grupo Madero's second Ecoparada location, will be inaugurated on the 6th of July. The **new gastronomic complex will have 4 operations**: Madero Burger, Jeronimo, Madero Café and Empório Madero, offering high standard services to highway travelers.

After the success of the first Ecoparada, inaugurated at the end of 2020 at km 44 of Castello Branco Highway, the new Ecoparada will be located at km 179 of Presidente Dutra Highway, at the height of the city of Guararema, between São Paulo and São José dos Campos. This **marks an important moment of growth for the Group: during the month of July, another 4 operations of Grupo Madero will be opened** in São Paulo (SP), Valinhos (SP), Campo Grande (MS) and Araçatuba (SP). With this, Grupo Madero will have 275 operations at the end of the month.

With 402.2 km in length, Dutra is responsible for connecting the two largest cities in the country: São Paulo and Rio de Janeiro, and, according to the Ministry of Infrastructure, it is estimated that it transports almost half of the Brazilian GDP (Gross Domestic Product) annually (~R\$ 3.7 trillion). Guided by the **LEED** (Leadership in Energy and Environmental Design) **sustainable construction** guidelines, the project has **rainwater harvesting for reuse** in the bathrooms, LED lighting and **charging points for electric cars** in the parking lot, in addition to having waste recycling throughout the construction work. **Health** is also important **to the Madero and Jeronimo brands**: the hamburgers have no preservatives and the vegetables are organic.

"Brazil has the fourth largest road network in the world and, even so, it does not have large food offerings on the highways. We are talking about a big project, with a lot of potential. Travelers and workers need a comfortable place where they can go to the bathroom and eat quality and reliable food," says Junior Durski, Grupo Madero's CEO.

The site has more than 1,4 square meters of built-up area and marks the **first partnership with Rede Monte Carlo**, an important operator of gas stations and road and urban services, which has 62 operations. In addition, a family bathroom at Ecoparada provides changing tables and armchairs for breastfeeding. Pets were also remembered in the Pet Space, which offers its own structure for their safety and comfort.

"We want to provide a distinguished offering to the roads of Brazil and also create jobs: **just for this Ecoparada, we hired more than 100 people**", adds Durski. **Throughout 2022**, Grupo Madero will open **20 new operations** (10 already opened in the first half of the year), adding around 500 jobs. The Group's **investments** in the year should reach **R\$ 170 million**.

About Grupo Madero

Grupo Madero was founded in 2005 and currently has one of the largest restaurant chains in the country, with a portfolio of more than 270 under multiple brands supported by a vertically-integrated production, distribution and logistics platform.

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