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MOVING FORWARD WITH F&B



HOW TO UNDER-
STAND THE NEW
ROLE OF F&B IN
RETAIL REAL ESTATE,
IMPLEMENT TRENDS
AND MEET CHALLENGES.

INTERVIEW FOR THE CONSUMER, F&B IS ALL ABOUT VALUE AND QUALITY

DEVELOPMENT WESTFIELD HAMBURG-ÜBERSEEQUARTIER IS CLOSE TO COMPLETION

OUTLETS THE JOURNEY OF THE OUTLET SECTOR HAS JUST BEGUN, ACCORDING TO VIA OUTLETS

BUILDING AND ELEVATING COMMERCIAL



In the heart of FİBA CP's essence lies a testament to excellence in commercial property management. With a footprint spanning over 800,000 square meters globally, we curate and cultivate commercial properties, shaping dreams into reality. From shopping malls to mixed-use projects, from offices to cinemas, we blend expertise with experience, creating unparalleled value for investors. In the vibrant landscape of global commerce, FİBA CP stands tall, redefining standards and creating infinite opportunities.

REAL ESTATE WORLDWIDE



DOWNTOWN
Where Innovation Meets Investment



DEAR READER,

The F&B sector has become an essential part of every shopping destination. F&B boosts footfall and increases dwell time. Space previously dominated by fashion retailers is now occupied by innovative gastronomic restaurants. The pandemic has only reinforced this trend. Nonetheless, the F&B industry is struggling with major challenges. One of them is the enormous cost pressure, as Ian Hanlon, Director of Coverpoint, explains (page 12). Another is the labor shortage, which is partly self-inflicted. Will Odwarka, Owner of Heartatwork Hospitality Consulting, explains how the foodservice industry can find ways out of the workforce crisis (page 19). One of the most exciting and indemand concepts are food halls. Time Out Market is one of the most successful concepts worldwide. We spoke with Sandy Hayek, CEO of Time Out Market, and Ana Alcobia, VP of Iberia, about their USP and why it is crucial to be selective regarding location and concepts (page 23). Companies like Rioja (page 27), ECE Marketplaces (page 30), umdasch (page 38), and NEINVER (page 42) show how the industry is discussing the topic and implementing F&B trends in an innovative and customer-oriented way.



Besides F&B, leisure is becoming increasingly important in the placemaking industry. Shopping Malls in the USA, Middle East, and Asia have already emerged as epicenters of social interaction, thrill, and recreation. Matthias Clostermann, Owner and General Manager at Clostermann Design, explains that European Malls are inching towards becoming entertainment hubs. But the European way is very different from the international trendsetters (page 48).



Also, MAPIC 2023 has placed F&B and leisure at the center of this year's event with two dedicated areas and industry-leading insights from exclusive research and host speakers from major global brands. The Happetite by MAPIC, the international forum for restaurant chains, will present the latest and most innovative concepts in Cannes, while LeisurUp by MAPIC will highlight the industry's leading leisure players. Another big MAPIC highlight will be the MAPIC Awards. Ana Guedes de Oliveira, executive Director of Asset Management at Sonae Sierra and this year's Chair of the MAPIC Awards Jury, explains which projects are award-worthy and what the transformation of retail real estate looks like (page 94).

Enjoy reading our articles and interviews. We hope you find this edition to be an interesting and profitable read.

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SAVE THE DATE:
NEXT ACROSS STUDY TOUR TO ISTANBUL
APRIL 17TH – 19TH, 2024
DETAILS FOLLOWING SOON!

F&B Insights: With Jonathan Doughty, Managing Director Viklari Consulting, and Will Odwarka, Owner of Heartatwork, two of the leading industry experts discuss the latest trends, challenges, and most exciting highlights of the F&B industry exclusively for ACROSS readers. Follow the stimulating discussion via video.



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PropTech Column by Susan Hagerty Bonsak, Placewise.

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The Vital Role of F&B 8
Food and beverage will play a crucial role in the success of retail real estate.

“Value and Quality” – That’s What It’s All About 12
Ian Hanlon, Coverpoint, explains how the current challenges can be addressed and highlights trends in the shopping center food scene using best practice examples.

“Invest in People, Not Just the Look” 18
Will Odwarka, Heartatwork Hospitality Consulting, explains why excellent, personable service is the prerequisite for everything in the field of gastronomy.



IMAGE: LOSTERIA

We Run a Business of Rockstars 23
Time Out Market is one of the first food hall concepts in Europe. From Lisbon, it has expanded internationally. The company explains their USP and the criteria they use to select locations and restaurants.

The Arguments for and Against Leisure Facilities at Outlet Centers 27
A debate revolves around whether leisure facilities should be an integral part of outlet centers, explains Giles Membrey, Rioja Estates Ltd.



IMAGE: RIOJA ESTATES

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F&B Is an Essential Part of the Overall Guest Experience 42
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Vending in Retail Environments 46
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KNOW YOUR COMMUNITIES

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IMAGE: URW/MOKA-STUDIOS

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Supported by a strong performance across its 12 premium outlet destinations, ROS Retail Outlet Shopping is focused on upgrading its brand mix.



IMAGE: ROS RETAIL OUTLET SHOPPING

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IMAGE: LICHTBLAU/SPINDLER ARCHITECTEN ZT-GMBH

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IMAGE: SONAE SIERRA

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IMAGE: HEIDEMARIE KRIZ