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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



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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 lan 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.



The state of the s

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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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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The Vital Role of F&B

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"

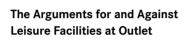
lan Hanlon, Coverpoint, explains how the current challenges can be addressed and highlights trends in the shopping center food scene using best practice examples.

Will Odwarka, Heartatwork Hospitality Consulting, explains why excellent, personable service is the prerequisite for everything in the field of gastronomy.



We Run a Business of Rockstars

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.



A debate revolves around whether leisure facilities should be an integral part of outlet centers, explains Giles Membrey, Rioja Estates Ltd.



Shopping Centers: Flexible Spaces Full of Opportunities

The location-specific sector and tenant mix and the gastronomic offer is crucial for success – as ECE Marketplaces shows.

Much Optimism for 202334

Frequency, length of stay, atmosphere – Gastronomic offerings are essential.

"Le big TamTam" is an extraordinary project in the heart of Hamburg's city center that combines culinary diversity, entertainment, and modern shopping – all within a heritage-protected building.

NEINVER has taken many steps to offer its guests innovative F&B in addition to a high-quality retail offering.

Vending in Retail Environments 46

The vending machine business has evolved innovatively and produced concepts offering customers new, round-the-clock shopping and enjoyment experiences.

Shopping Malls are not just places to shop but have emerged as epicenters of social interaction, thrill, and recreation.

HNDLA YDUR COMPLINITIES

The Potential of Site Evaluation With Data Analysis & Al.....

In an interview and a comprehensive case study of a shopping center, evAl shows the potential of innovative site evaluation.

"What We're Building Is a New Part of the City" 58

Andreas Hohlmann, URW, talks about the role of retail and lifestyle destinations in modern society and why size matters.



Otto Ambagtsheer, VIA Outlets, is convinced that the industry's success story will continue.

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



"Look at Tomorrow's Opportunities Instead of Today's Problems." 70 Rüdiger Dany, NEPI Rockcastle, explains his 700 million development pipeline, how NEPI is profiting from ESG, and why the

West can learn from the East.

By collaborating with a sustainablyminded festive lighting supplier centers can support internal sustainability targets.

Sustainable Reorientation 78

Shopping centers are no longer straightforward "shopping machines", says HBB.

Combining Retail Locations With Affordable Living Space

baumhouse projecs offers sustainably designed residential complexes above retail buildings.



HyperIn: Revolutionizing F&B and Leisure in Malls

BrainBox Case Study: Journey to Ener-

Mallcomm and Coniq: Why digital Platt-

forms are no longer a nice to have...... 88

Coniq: Driving Loyalty through Food and

Chainels: Painting the bigger Picture of

gy Efficiency & Decarbonization with

Sleep Country Canada

Beverage Rewards

Footfall Data

"Retail real estate industry leaders are the key interpreters and references in a sector that is in a constant state of innovation and reinvention," explains Ana Guedes de Oliveira, Sonae Sierra.



Outlet 3.0 - What's in Store? 98

A growing number of brands actively seeking larger retail spaces to elevate and enrich the 'flagship' outlet in-store experience, explains Dan Mason, Realm.

Our Strength Is the Mix 100

In 2023, Deichmann is planning to make the highest corporate investment in its history – 500 million Euros.

Retail Share of Private Consumption Recorded a Decline in Europe 104

A GfK study on European retail analyzes the key indicators for 2022 and 2023.

Omniaz: The Use of Artificial and Augmented Reality in Retail106

RetailTip: Torquato Franfurt,

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