

FOOD HALLS & MARKETS

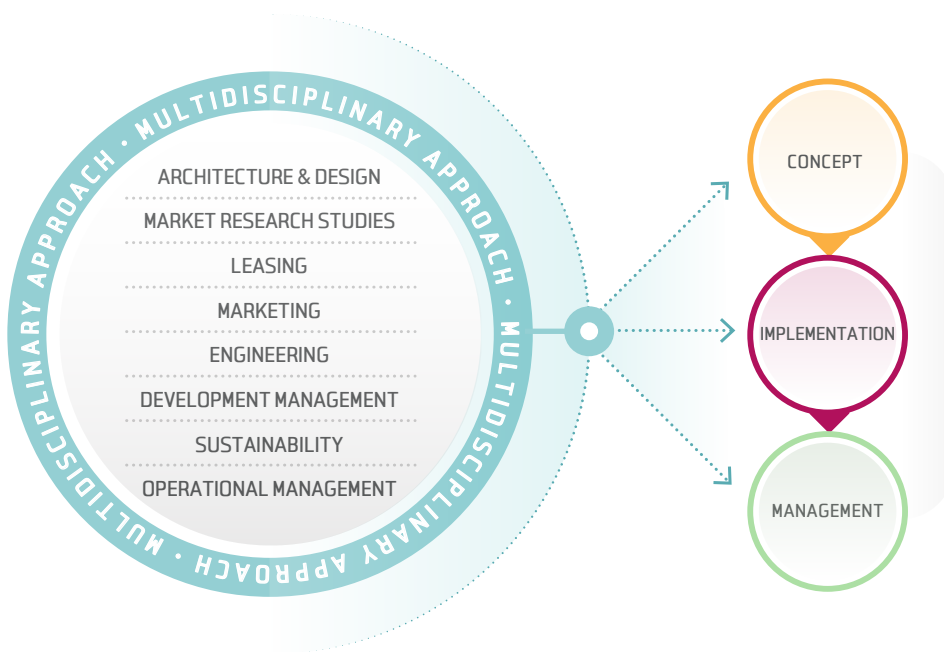
CREATING AMAZING EXPERIENCES FOR OUR VISITORS' DELIGHT

Through the creation of unique and innovative places, Sonae Sierra's food halls & markets provide visitors much more than just a place to eat. On this new wave of disruptive food areas visitors can eat, stay, work, relax and hang out, and therefore spend more time.

Sonae Sierra's expertise allows us to create truly unique places, successfully bringing a new generation of food halls to life. We adopt a holistic view towards the customer experience, from the initial design to the visitors' daily use. Based on this integrated approach we continually strive to create successful destinations focused on 3 main pillars: **Design, Leasing and Management**.

Our experience developing these new concepts translates into more than 16 projects developed throughout countries in Europe, North Africa and South America.

INTEGRATED SOLUTIONS



CREATING VALUE

- Increased of rental space dedicated to food areas;
- Increased time spent by visitors;
- Increased footfall;
- Increased sales;
- Food areas have become an anchor point of shopping centres.

OFFERING A UNIQUE CUSTOMER EXPERIENCE

- Uniquely designed places that reinvent old markets and kiosks and bring new trends to life;
- Exclusive dining and leisure atmosphere aligned with exceptional brands;
- Multi-purpose dynamic places with continuous activations that make food halls & markets the place everyone wants to visit.

SONAE SIERRA

Sonae Sierra is an international company dedicated to develop and service vibrant retail-centred properties. With 30 years of experience Sonae Sierra is able to offer services across the entire property lifecycle including investment, architecture & engineering, property management and sustainability services.

THE PARTNER OF CHOICE

- A long-term and reliable partnership with all stakeholders.
- Sharing our experience and know-how with clients serving their interests.
- Proven experience on own projects ensure the right advice for investors.
- Delivering outstanding shared value leveraged by a sustainability-driven strategy.
- Flexibility drives our approach for the best solution.

FOOD HALLS & MARKETS

FOOD HALLS & MARKETS, MUCH MORE THAN PLACES TO EAT, PLACES TO ENJOY

PARKLAKE, ROMANIA



OUR EXPERIENCE

Under the concept of “meeting nature” it links the interior design with the exterior, bringing the outside of one of the greatest parks in Bucharest inside the shopping centre.

CITYLIFE SHOPPING DISTRICT, ITALY



With a modern and fashionable look this food hall in Milan is tailored to fulfil its visitors' needs: it has multiple kiosks, eco-stations, 6 lounge areas, silence pods, dining swings, a variety of different seating arrangements and even a stage to host multiple events.

ALEXA, GERMANY



Inspired by the art deco theme of the shopping centre, the food hall concept of Alexa, in Berlin, brings the glamour and unique ambience of this art movement to life.

YOUR PARTNER FOR FOOD HALLS & MARKETS, OFFERING YOU A TURNKEY INTEGRATED SOLUTION

Market Research studies: Turning market insights into competitive advantage. We are able to provide actionable knowledge across all phases of the project, including feasibility studies, positioning studies, impact studies and informed recommendations on the leasing strategy.

Architecture & Engineering services: Creating and building a unique vision. We are involved in the entire project and are able to design and create unique places, while delivering state-of-the-art services in design, architecture, engineering, lighting, landscape, sound features, kiosk design according to tenants' needs and specifications, technical requirements for tenants, construction follow-up and project management.

Property Management services: Bringing unique places to life. From the concept design, to leasing and the management of food halls, we are able to provide valuable expertise, attract the best and most suitable tenants and offer our clients a strong return. Our marketing and property management services allow us to create a pleasant ambience with exceptional attractions and activations such as live cooking shows, events and exclusive launches.

Sustainability services: Managing efficiently, creating shared value. Efficient management of a food hall area and its utilities' consumptions can be challenging. We are able to improve customer experiences by working on air quality and comfort, managing waste and other value-added sustainability solutions.