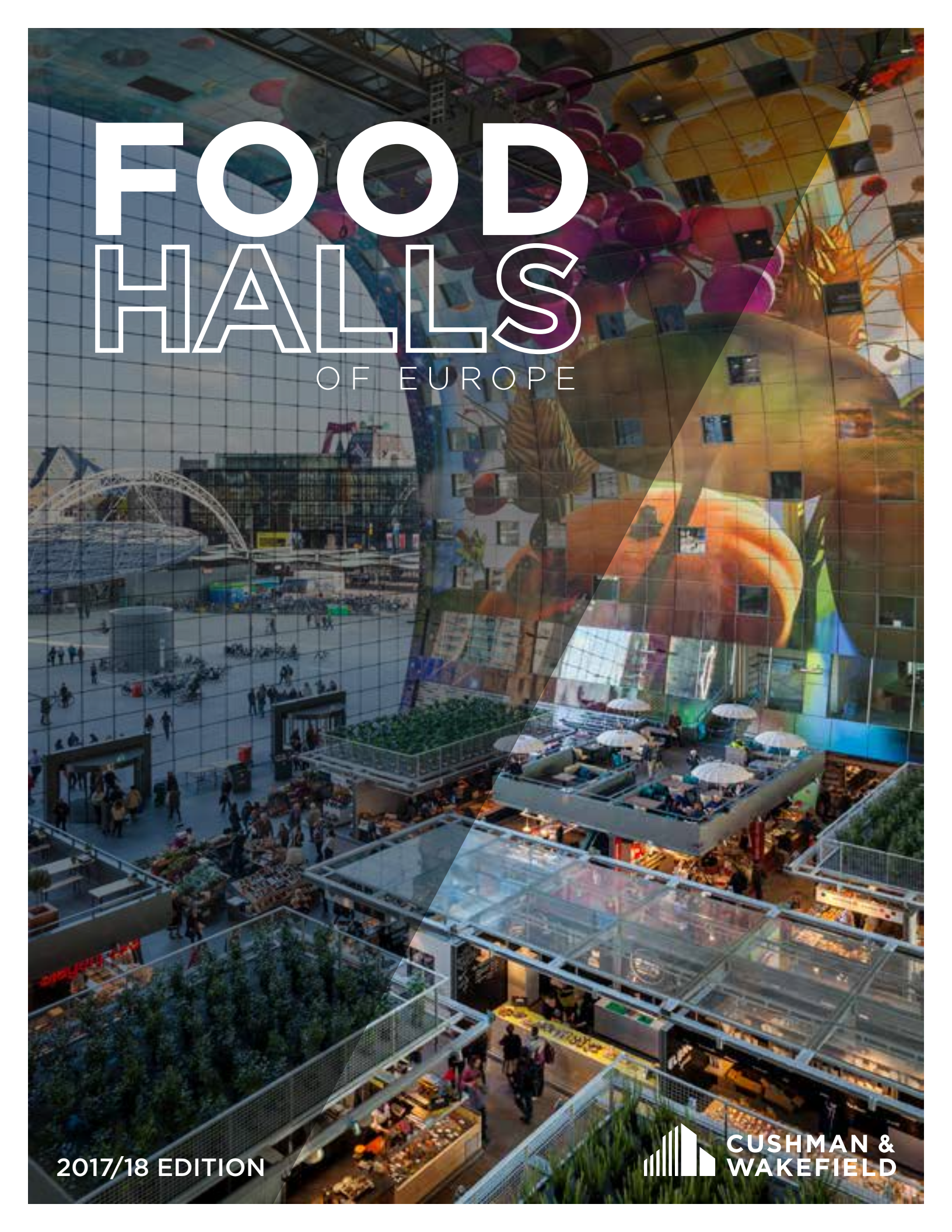




FOOD HALLS

OF EUROPE

2017/18 EDITION



CUSHMAN &
WAKEFIELD

WELCOME

Who doesn't love to eat out? There is always something exciting about being able to choose exactly what you fancy at that moment and for it to appear soon after, as if by magic, in front of you. The smells, the sounds and the people you are with all add to the sense of drama. This isn't just a meal. It's an experience.

And that experience is changing, as the massive and relatively sudden enthusiasm for food halls across Europe proves. Astonishingly, the total number across Europe has already exceeded 100, with double that figure (covering 400,000 sq. m) currently in the pipeline.

The opportunity this growth presents also creates something of a conundrum for landlords, shopping centre owners, managers and food vendors alike. What should they provide? Where should it go? And how much of it should there be? We aim to offer some clarity – and also useful food for thought – over the following pages.

Bon Appétit!

Matt Ashman
Head of Leisure &
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FOOD HALLS - A DEFINITION

Use the term ‘shopping centre’ and, from one side of Europe to the other, its meaning will be clearly understood. Sadly, the same is not currently true for the phrase ‘food hall’. The term originated more than a century ago in the large food sections of European department stores. Things have of course moved on since then. The template that has recently emerged in the United States (see p. 30) and which includes a mix of authentically prepared food and drink offers, with an emphasis on communal dining, is the best indication of how European food halls are developing.

In fact, the term ‘food hall’ in its modern sense is not yet widely recognised across Europe, where the word ‘market’ (with its clear heritage of high quality, fresh produce) is much more common. It is no accident that one of the leading European operators (Time Out Group) has chosen to use that word in its title. However, we believe that as concepts are developed and refined over the next few years, the use of the term ‘food hall’ will increase.

It would be much easier for the commercial real estate industry if there was a single, widely-understood term. In reality that is unlikely to occur in the near future. In the meantime, we can at least be clear about what a food hall/market is not. Our definition excludes venues that are largely or exclusively open-air. Similarly, we believe those which sell mainly unprepared food fall within the category of the traditional market. Standard, more traditional style, shopping centre food courts are also not included.

Ultimately, though, rather than focusing too closely on which words are used, we suggest that what is really important is understanding the underlying trend:

“diverse freshly-prepared authentic food and drink, enjoyed communally!”



THE RISE AND RISE OF EUROPEAN FOOD MARKETS/HALLS

The impressive gothic battlements of Castelo São Jorge, high above Lisbon, give a stunning vista across the western-most city of the European mainland. Far below, close to the water's edge of the Tagus estuary, Lisbon's most popular tourist destination is clearly visible. This is not, as you might expect, a historic monument like the castle itself, or even a modern addition like the always-busy aquarium. It is instead Time Out Market, a bustling collection of around 40 different high-quality food vendors, grouped under one roof.

Attracting over 3 million visitors a year is no mean feat and while Time Out Market chief executive Didier Souillat is quick to point out

that his venue's success did not happen overnight (see Interview, p12) its rise in popularity has nevertheless been meteoric. And it is not an isolated case. From Madrid to Oslo, wherever similar food-related venues have opened their doors they have almost always been met with a steady influx of visitors.

Traditional food markets are, of course, nothing new. They have existed across the European mainland for centuries, often building a reputation for providing high-quality foodstuffs at reasonable prices. Yet towards the end of the last century they were often housed in dilapidated surroundings in unloved neighbourhoods. While they had a

loyal local customer base, they were largely invisible to a wider audience.

That began to change with the arrival of a new millennium. As early as 2000, markets like La Boqueria, located off Barcelona's famous La Rambla tourist street, began to reinvent themselves and attract interest from a new generation of tourists, residents and office workers alike. Without necessarily realising it at the time they were responding to cultural and demographic shifts.

Culturally, people were becoming more interested in all aspects of food – where it comes from, how it is produced and how it is prepared – and as a result began to reconnect with their own sense of



place. Regional cuisine, originally based on the availability of fresh ingredients (markedly different in southern Europe and northern Europe, and similarly from west to east), has adapted to the introduction of new foodstuffs over time, while still maintaining strong local culinary identities. As celebrity chefs rose in popularity in most European countries, they were quick to capitalise on their audiences' appetite for food-related knowledge.

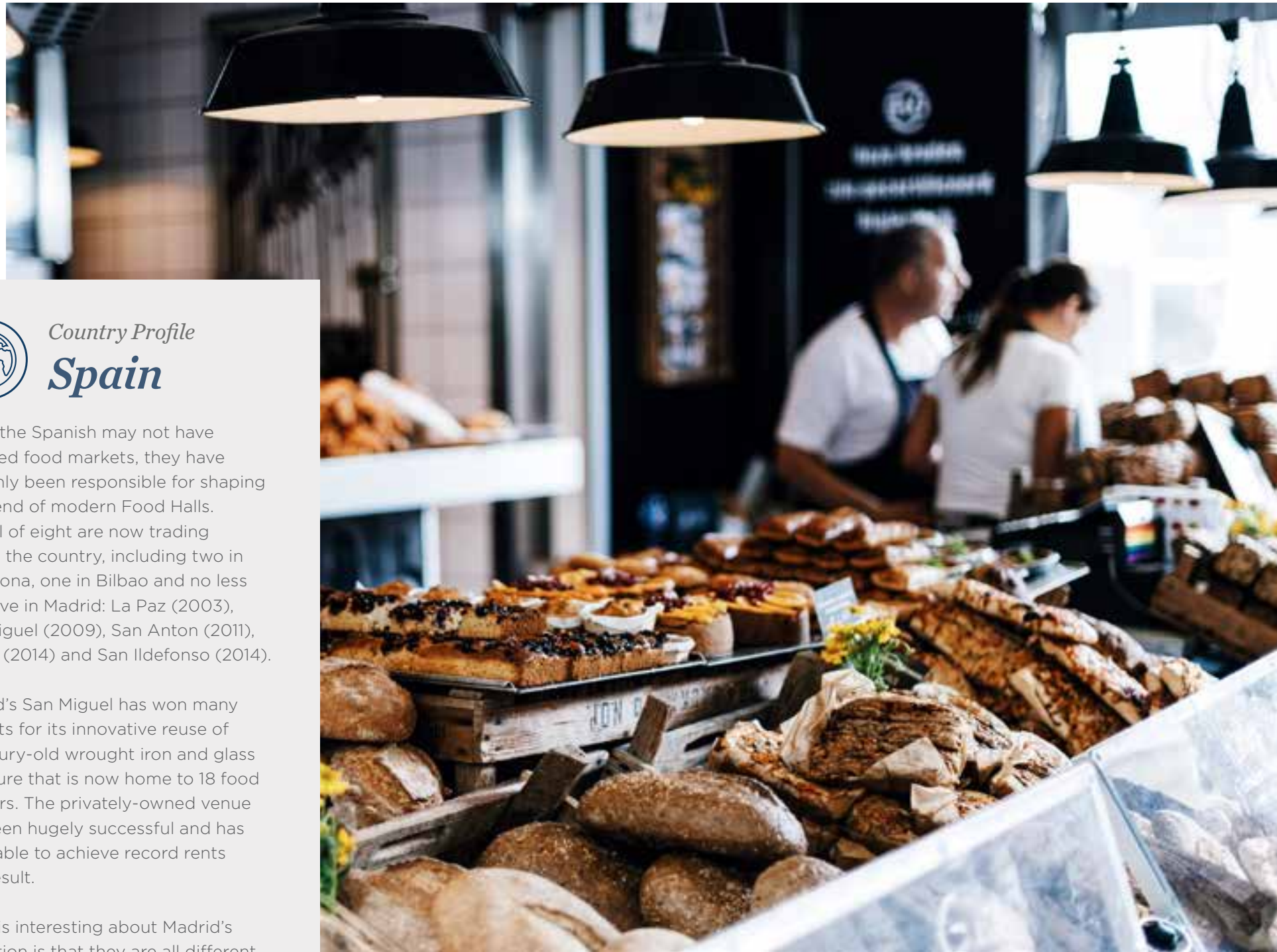
Demographically, younger people, more mobile than any generation before them and used to eating out on their travels, began to frequent restaurants and other eateries when back in their own country. With higher disposable incomes,



From Madrid to Oslo, wherever similar food-related venues have opened their doors they have almost always been met with a steady influx of visitors.

Key Trends

- » Demand for European food halls has been consumer-led
- » Travel-savvy younger generation has been a key driver
- » European consumers have become more engaged with food through celebrity-chef culture
- » Artisanal and independent food vendors are the bedrock of new Food Halls
- » Tourism has been an important demand-generator – but establishing local custom is crucial
- » Communal eating has gone from acceptable to desirable
- » Dwell times are increasing – but only if a diverse food and drink offer is provided
- » High quality food is a must – and value for money
- » Operator income is often based on drink sales
- » Wide variety of locations, from city centre to former industrial zones
- » Most food halls/markets have reused existing spaces, but some venues have been purpose-built
- » Social media has been a key tool for attracting customers
- » The European food hall sector is still in the early stages; much more development is likely
- » Experience is king – the atmosphere of a food hall can't be replicated by on-line meal delivery



Country Profile *Spain*

While the Spanish may not have invented food markets, they have certainly been responsible for shaping the trend of modern Food Halls. A total of eight are now trading across the country, including two in Barcelona, one in Bilbao and no less than five in Madrid: La Paz (2003), San Miguel (2009), San Anton (2011), Platea (2014) and San Ildefonso (2014).

Madrid's San Miguel has won many plaudits for its innovative reuse of a century-old wrought iron and glass structure that is now home to 18 food vendors. The privately-owned venue has been hugely successful and has been able to achieve record rents as a result.

What is interesting about Madrid's collection is that they are all different, ranging from the luxury feel of Platea to the vibrant atmosphere of San Anton, which is owned by the city council. Here visitors choose fresh produce from stalls on the ground floor, before taking their purchases to be cooked to order by chefs in the food units above on the second floor.

they were able to dine out more often, but were also becoming more demanding of the type and quality of food they were offered. Flavours encountered abroad began to appear on local menus as part of an experience-led approach to eating out.

This younger generation was also adept at sharing experiences through social media. Food Hall operators were quick to spot the promotional advantages of these digital communication channels. The photogenic nature of high quality food and drink meant that operators have been able, often at very little cost, to build up large followings on Facebook, Twitter, Instagram, Snapchat and other online portals.

The emergence of new generation food halls has not been uniform

across Europe. It started in Mediterranean countries, where climate and culture encourage eating out, and in cities with populations enthusiastic about food innovation. Yet the European food hall revolution has really only just begun, with many venues starting to welcome visitors within the last five years. 2014 was a landmark year when around 10 venues opened their doors for the first time (see European Food Hall Round-Up, p. 36), including Mercado de Platea in Madrid, El Nacional in Barcelona and Copenhagen Street Food in Copenhagen. More than 20 have opened since then.

One of most striking things about the venues that have opened in Europe to date are how different they are in so many respects. Some are centrally located, while others,



Country Profile *Sweden*

Europe has many cities which include a historic grand structure that was originally designed as a traditional food market. Stockholm is a prime example of a city which has taken one of these buildings and reinvented it for the 21st century. Östermalms Saluhall on Östermalmstorg in the city centre is currently undergoing major refurbishment by its owner, the city council and the 6,000 sq. m food hall is due to reopen in 2018 (a temporary alternative has been provided nearby in the interim).

A similar, but smaller, venue opened in southern Sweden in 2016. Malmö Saluhall covers around 1,500 sq. m and is located in the city centre. As in the Netherlands (see box p. 10), small food halls are becoming popular in CBD locations. For example, food vendor Panini has brought together 10 other food providers at its 750 sq. m K25 scheme in central Stockholm.

Country Profile

The Netherlands



The Netherlands' first two new generation food halls, both of which opened in 2014, illustrate very different approaches to the same broad concept. A group of hospitality operators created Amsterdam's Foodhallen, a collection of 20 vendors, serving food within the huge De Hallen renovated former tram depot (see Interview, p. 20).

In contrast, Rotterdam's new-build Markthal was designed from the start by developer Provast as a mixed-use city centre regeneration project that includes a 96-stall ground floor food market, surrounded by 20 shops and restaurants. The combination of produce and prepared food, together with the striking architectural structure created by MVRDV architects, has delivered a destination that attracts and retains up to seven million visitors each year.

Smaller venues like Rotterdam's Fenix Food Factory and Amsterdam's Market 33, housing between three and nine food vendors, have become very popular, particularly at lunchtimes, when they draw in local office workers and tourists alike.



like Oslo's Mathallen, are part of wider regeneration initiatives for former industrial areas. Some are completely enclosed, while others are partially outdoors, celebrating their connection with street markets. Some, like Rotterdam's Markthal are purpose-built, while the majority have taken over spaces previously occupied by other users. Some operators concentrate solely on food and drink, while others have configured their space flexibly to allow for live music festivals and other types of performances and cultural celebrations.

Street food is openly embraced in some venues, while others have opted for a more upmarket, chef-led approach. In some cases, such as Amsterdam's Foodhallen (see

Interview p. 20) venues have been created by individuals or groups of individuals, while the first generation of multiple food hall operators is emerging, including Time Out Market and London Union, owner of London's Street Feast venues (see Interview p. 32), both of which have ambitious growth plans. Pioneering brand Eataly, which opened its first venue in its native Italy in 2007 is considering further European expansion after opening in Moscow in 2017. Another venue is already in the pipeline in Paris, due to open in 2018.

There are also important similarities. Intensive use of social media (as noted earlier) to draw first-time and repeat custom is universal.



Many have adopted business models that are based on the venue operator running bar sales which provide primary income, with a modest cut of the food vendors' takings (typically between 10 and 20%) adding a subsidiary revenue stream. There is widespread recognition that food prices should offer value for money, so at present there is less variation in consumer pricing than in the traditional restaurant sector. Food vendors are almost exclusively small, independent traders. And all operators agree on one thing: that the quality of the food and drink should be first class.

Like any emerging sector, there have been teething problems. One of the most common is a

difficulty in securing food vendors whose offer is to a high enough standard. This remains a topical issue, though some operators now report lengthy waiting lists for would-be chefs.

The European food hall market is likely to experience unprecedented growth over the next few years. Key themes for this period, and the impact these will have on real estate owners, are examined further on p. 16-21 & 28-33. The huge potential of the sector promises plenty of excitement. And, like Lisbon, many more European cities may well see their traditional tourist attractions vying for the top spot with this new generation of food venues.

Scheme Profile

Koszyki, Warsaw, Poland

Situated on Koszykowa road in central Warsaw and now billed as the Warsaw Crucible, the building housing this food hall originally started life as market, built in the Art Nouveau style early last century. But the central part of the property was demolished in around 2009 as part of a failed attempt to redevelop the one hectare site as housing.

Polish developer Griffin Real Estate stepped in and bought the land in 2012. The historic entrance halls at both ends, which escaped demolition, were renovated and the whole site redeveloped for a mix of uses including shops and an art gallery, as well as space for events, such as a weekly live music gig. Pride of place in the new 8,000 sq. m complex, which opened in 2016, is the collection of around 20 food vendors, who serve a wide range of cuisines from Palestinian falafel to local specialities like home-made grilled sausages. The scheme provides seating for over 1,200 diners and three bars provide liquid refreshment, including a very popular Bavarian-style beer hall.

INTERVIEW

TIME OUT MARKET LISBON



Didier Souillat
Chief Executive,
Time Out Market

With a track record that includes successfully running food halls for global retail icons Harrods and Selfridges, as well as growing the Hakkasan restaurant group, Didier Souillat is widely respected across the industry. Now facing a new challenge, he tells us what moved a publishing company to enter the food and beverage sector, why size matters to food hall operators, the importance of curating a mix of food operators to generate repeat business and discloses which vegetable he absolutely won't touch.

How do you sum up Time Out Market to people who don't know it?

It is a food and cultural market, based on editorial curation – that's what makes it different.

Different in what sense?

The market is a physical representation of what Time Out magazine and its digital equivalent is, which gives the company a 360-degree view of the market.

So, in a way this was a natural progression?

Yes, Time Out is a hugely well-known brand, originally for the magazines and now increasingly on its digital platform. It allows us to directly be in touch with our readers.

That makes sense, though we wouldn't have guessed you would choose Lisbon for your first venue.

To be fair the decision to start in Lisbon was essentially opportunistic – the landlord wanted a tenant and the local Time Out editor made a bid.

Turns out that was a very shrewd move, as Time Out Market Lisbon is now the city's top tourist attraction.

Yes, we attracted over three million visitors in 2016. When people ask if I'm surprised by how well Lisbon is doing, I have to point out that it took just 18 months to achieve positive EBITDA. And I have no doubt that the fact tourist visits to the city as a whole rose by 13% last year also gave us a helping hand.



For us it is all about the mix, appealing to 7 and 77-year olds alike – that's what creates repeat business.

We suspect some artful management also played a large role. How does your business model work?

We run the beverages side and hire third parties to look after security and cleaning. Basically, we provide everything that allows the chefs to concentrate on what they excel at and what they love to do - cook. We then take a percentage of their takings.

The fact that the market is curated suggests an active management style.

To be able to move fast and change quickly you constantly need to pay attention. Our food operators all trade under one-year renewable licences and we have a very long waiting list. One of



the reasons for that is that since we opened in Lisbon in 2014, we have actually changed only a few operators.

How important are the types of food are on offer?

For us it is all about the mix, appealing to 7 and 77-year olds alike – that's what creates repeat business. The communal aspect is also important. Being able to eat democratically, and still enjoy good quality food.

And we'd hazard a guess that a digital publisher was quick to use social media to the max.

The best PR we have is people from abroad, like the UK and France, visiting the Lisbon market more than once. Their use of social media and word of mouth is super-important to us. Every day they



The only operators who will survive are those with authority. Operators who are too small will become obsolete and disappear.

are posting pictures of incredible food served on proper china Time Out branded plates.

Lisbon was the first. Now other Time Out Markets are in the pipeline.

In 2016, we've said our aim is to open in five global cities within five years. Lisbon is already open and we have four more in the pipeline. Miami, USA and Porto, Portugal are both scheduled to start trading in 2018, with Boston, USA following in 2019. Our plans for London, UK have been turned down by planners, but, with the landlord's support, we are appealing that decision. However, we can't say how long that will take.

Difficulties in London aside, where might the company head to next?

We will consider new global destinations.



So far it has certainly been easier for us to do business in the USA! Wherever we go, it has got to be a foodie city – there’s no point otherwise. We’re all about serious food and known chefs. We need tourists, but we also need people who live and work in that city.

If you are targeting a lot of people, that means the venue needs to be reasonably large.

The only operators who will survive are those with authority. For us that means having a minimum of 15 vendors and a floorspace of 2,000-3,000 sq. m. Food hall operators who are too small and not on top of their game when it comes to quality of food will become obsolete and disappear.

Large sites tend to be outside the city centre. Are you OK with that?

If you want to be open seven days a week, you need to be central – it’s as simple as that. I admit that finding 2,000-3,000 sq. m in a central area can be difficult, but you need to be where people can find you easily and after all, Time Out is a brand that is all about making the most of the city. Street food can be anywhere, however serious food can’t just be destination-led, it needs to be in a communal place.

Central sites are certainly accessible. However, they usually come with a much higher price tag.

Yes, but we are finding that landlords can consider us as a footfall generator,



We are finding that landlords can consider us as a footfall generator, not just as revenue driver, and take into account the impact of everything around us.

not just as revenue driver and take into account the impact of everything around us. And because our food vendors operate with significantly lower overheads that makes it interesting for everyone. The price point needs to be reasonable for the consumer and we believe high quality doesn’t have to be mean high cost.

You won’t be drawn on which cities are next on your hit list, so how do you view Europe as a whole?

It has very good prospects for the next few years. Portugal is just the beginning. There will always be demand from people who want to eat good quality sfood together.

www.timeoutmarket.com

Quick Questions DIDIER SOUILLAT

FAVOURITE FOOD HALLS:

Hawker Centres, Singapore (for the smells).

Depachika (department store basement food halls), Tokyo (for the visual impact).

FAVOURITE MEAL:

Japanese – it’s always about quality and looks, plus its healthy.

FOOD YOU’D BUY ON A MARKET STALL:

Spices – anything that reminds me of the South of France.

FOOD DISLIKE:

Beetroot – everything about it!

RATE YOURSELF AS A HOME COOK (WHERE 1 = DANGER TO PUBLIC HEALTH AND 10 = CELEBRITY CHEF STATUS):

8/10 probably – depends what’s in the fridge
(*Lesser-known fact: Didier is a classically-trained chef*).

FAVOURITE EUROPEAN CITY:

This is really difficult as I travel so much and see so many new exciting places all the time. OK, I have to go with Lisbon – it’s pretty cool and looks good.



FUTURE TRENDS: EUROPEAN FOOD HALLS

Part 1

While the development of new generation food halls across Europe may no longer be described as embryonic, it is most certainly still in the early stages. We estimate there are approximately 100 food halls either already open or currently under construction in Europe's major cities.

Our research suggests that the potential for growth is huge. At least 200 venues, totalling over 400,000 sq. m, are in the pipeline for delivery within the next decade in cities including London and Paris (see City Profiles below). That number could increase substantially if food halls become integrated into existing buildings.

How quickly these new food halls will appear and what form they are likely to take will depend on a large number of factors. We outline

below the most significant of these from a commercial real estate perspective, along with some of the challenges which may arise.

One factor cannot be overstated: the success of individual food halls will be directly related to the ability of their operators to quickly and accurately identify and react to the rapidly changing trends influencing their customer base.

FOOD CULTURE

The demand for new generation food halls is no fad. It is a long-term trend. The interest from consumers in how their food is sourced and produced has quickly become embedded into many national cultures across Europe. Celebrity chefs may come and go, but the interest they generate in food will be a constant. Food halls should have a diverse offer of ethically-

produced food, including top quality, local ingredients with a clear provenance, built into their DNA as standard.

DEMOGRAPHIC SHIFTS

People are travelling more than ever before and the overall number continues to rise. The impact of this on food halls is two-fold. In the short term, travellers are increasingly attracted to food destinations. Operators have expressed surprise at the number of tourists heading in their direction.

Longer-term, when travellers return to their home (or adopted) countries, they are likely to continue to seek out the food-related experiences they enjoyed on their travels locally. This is particularly relevant to food halls sharing space with other uses (for example, within shopping centres), who may well

find that they have a receptive audience already on their doorstep.

This well-travelled customer base of young people is particularly switched on to the food culture issues mentioned above – ethical production, provenance and sustainability are significant factors affecting their decision on where and what to eat. New generation food halls, with their inclination towards independent food vendors and suppliers, can adapt easily and quickly to the latest consumer demands.

RISE OF THE FOOD & BEVERAGE SECTOR

Oxford Economics figures show that eating out is on the increase. Average annual growth of consumer spending on eating out in Europe ran at over 4% in the decade to 2016. In the short term, food halls will enjoy a grace period as consumers flock to enjoy their novelty value. The most successful venues will be those that manage to capture that interest on an on-going basis, particularly in the longer-term, as traditional restaurants may begin to actively compete for their custom.

MACRO-ECONOMIC FACTORS

The European economy is currently slightly outperforming many economists' forecasts. However, the health of national economies varies considerably throughout the continent and the present low volatility levels are no guarantees for the future. Conventional wisdom on the impact of economic shocks



From Madrid to Oslo, wherever similar food-related venues have opened their doors they have almost always been met with a steady influx of visitors.

Key Trends

- » Consumer interest in food is a long-term trend - it's here to stay
- » Eating out is set to increase in many European countries
- » Demand will come from tourists, office workers and local residents
- » Diners are looking for unique experiences...
- » ...and plenty of choice
- » Food offers will need to change regularly to remain current
- » Top quality, ethically-sourced food with a clear provenance is non-negotiable
- » Social media will be a key technology for attracting and driving footfall
- » Food Halls are likely to become integrated into wider developments, including shopping centres, public realm improvements and transport hubs
- » Location will be important, but curation of the space will be more so
- » There will be failures, but...
- » ...visionaries will be rewarded – what seems implausible today could be tomorrow's NBG (Next Big Thing)

City Profile London



Only five years ago there were no new generation food halls in London. The arrival of Street Feast began a process of change that is steadily gaining momentum. Now under the umbrella of London Union (see Interview p. 32) Street Feast currently operates at four sites across the capital and has several more in the pipeline. Its latest venue opens in late November 2017 as part of the Winterville temporary festival site on Clapham Common, south London.

Both London Union and Time Out Market have attempted to secure and open large venues in former market buildings on the eastern edge of the City of London at Smithfield and Spitalfields respectively and both have been frustrated by planning or land ownership issues. However, the fact that these groups are keen to open up large amounts of space in the capital demonstrates how far the sector has come in a short space of time.

And with more than 16 food halls proposed, there is potential for new food halls in the city like never before. As the sector becomes more competitive each venue is increasingly likely to focus on differentiation and how it can develop one or more USPs to allow it to maintain or grow its market share.

on consumer spending says consumers will spend less. However, the experience of the last global financial crisis was that although total consumer spending fell, it was big-ticket items (such as foreign holidays or large furniture purchases) that were hit hardest. Leisure activities were less affected as consumers opted to spend their limited out-goings on what they perceived to be affordable luxuries. Eating out was one of those luxuries.

Food halls which can swiftly concentrate their attention on a certain visitor segment (for example, local residents) if another segment (such as tourist visitors) is affected will be best-placed to

withstand challenging economic headwinds.

Even in relatively positive economic times the operators of modern European food halls have been keen to ensure that their venues deliver high quality food at affordable prices. This focus on excellent value is therefore likely to remain a constant, whatever the prevailing economic conditions.

LOCATION

Some operators, like Time Out Market (see Interview p. 12), are targeting central locations as they believe this will deliver them the greatest number of both tourist and local visitors. However, some of

the food halls which have opened to date (including Time Out Market Lisbon) have successfully traded from more peripheral locations and have become destinations in their own right.

While central locations will undoubtedly benefit from better transport connections, equating to a potentially higher footfall, food halls which are situated in other areas will not necessarily find themselves at a disadvantage. As existing operators have already found, their customers are a persistent and passionate crowd, so as long as the venue is adequately marketed it should be well-patronised. In future,

being slightly off the beaten track could be a positive advantage, as food-loving locals and tourists alike seek out less mainstream venues.

BUILDING TYPE

The majority of new generation food halls in Europe are housed in second-hand structures. Some of these are historic market halls (like Stockholm's Östermalms Saluhall) re-purposed for a slightly different role, but many are existing buildings that have been given a new lease of life. We believe that as the food hall concept evolves, new-build properties will become more common, not least because the space can be designed for its operator,



TECH TRENDS

To what extent technology will disrupt the future food hall environment is an intriguing, and largely unknown, prospect. Current systems like digital food ordering and order management will have an obvious place, for those who wish to use them. Interactive apps that allow users to choose and pay for their food beforehand and have it presented to them when they arrive at the venue are equally possible. But, given that human interaction, with fellow diners or food vendors themselves, is an important part of the food hall experience, automation such as robo-cooks or robot baristas may well be limited.

However, social media platforms have been enthusiastically adopted by operators, where they play a crucial role in marketing. Shopping centre landlords and others who already have sophisticated social media architecture in place will be able to deploy it effectively with any food hall operation they choose to incorporate within their scheme.

rather than the other way round. And in large-scale urban regeneration projects building in a food hall from scratch could prove to be an attractive option for landlords and food hall operators alike.

INTERVIEW

FOODHALLEN



Chong Chu
Co-Founder,
Foodhallen, Amsterdam

Serendipity played a large part in the creation of the first indoor food market in the Netherlands. But trained restaurateur and co-founder of Amsterdam’s Foodhallen Chong Chu, hasn’t looked back since his venue opened its doors in late 2014. Here he tells us why location is paramount, explains the importance of maintaining an eclectic mix of food vendors and reveals why he doesn’t rate himself as a home cook.

How do you sum up Foodhallen to people who don’t know it?

We describe it as a social concept where you can have good food and drink or just grab a quick bite. It’s like a street festival, but permanent.

Is it true that the idea for Foodhallen came about purely by chance?

Yes, absolutely. We were on holiday in Spain and happened to visit Madrid’s Mercado de San Miguel (see p. 48). My first thought was: ‘This is a genius idea’. My second was: ‘Why hasn’t anyone done this in Amsterdam already?’

How long did it take to turn that spark of an idea into reality?

In total it took around two years to refine the concept, as we were fitting the new venture around our day jobs. First, we honed the idea, then we worked up a business plan and finally we were ready to look for a venue.

Did you have a specific building or area in mind?

We always thought we needed to start in Amsterdam. Location is very important.



We believe that if we’d opened in a brand-new building it just wouldn’t have worked, as everything would have been too new and what it actually needs is a rough edge. When we saw De Hallen (The Halls), a listed 22,000 sq. m former tram depot complex, we knew we’d found a perfect fit. The local authority was quite co-operative and the neighbours were really supportive – they didn’t want a nightclub there instead and they saw the potential of what we wanted to do.

How easy was it to bring in food vendors?

In the beginning we had to go out and

“ People get bored really, really fast. That means you need to go along with trends and serve things people want to see.”

look for them. The idea was new to a lot of people, and they were quite frankly hesitant, as they weren’t sure it would be a successful concept. Now we have a total of 20 vendors operating within the 1,200 sq. m Foodhallen. Additionally, we have a pop-up vendor, that changes every few months. We considered adding more food vendors, within the same total floor area, but we’re happy with it the way it is now and expect it to remain unchanged over the coming years.

How vital to your business is the mix of food vendors?

People get bored really, really fast. This means you need to go along with trends and serve things people want to eat – at the moment it is all about healthy food served quickly. It’s important to have different and, ideally, unique concepts. The combination of vendors is very important. It’s no good having three burger providers and two hotdog traders next to each other. We specifically avoid major chains. In any case, we find it easier to attract people who are based locally. Unlike the early days, we now have vendors approaching us. We currently have around 50 vendors on our waiting list.

That’s a good problem to have!

How does your business model work?

We own all the bars (a main bar, plus speciality satellite bars for beer, wine and gin) and the revenue from those is our main income. We also take a 10% share of food vendor takings. They sign a two-year contract with us, at the end of which we review their performance and development prospects. So far we’ve only changed eight vendors (excluding the pop-up operators).

Describe a typical Foodhallen visitor for us please.

We estimate that we now attract around 700,000 people annually. In the summer



We're already talking to shopping centre developers. The vibe would be totally different, but we think we could make it work.



season we believe that roughly three-quarters of our visitors are tourists, though the proportion of locals goes up to around 40% over the winter. Locals stay longer (on average three hours) and spend more on drinks, while tourists tend to come by for a quick lunch and spend less, but there are more of them, so it balances out. Lunchtime (midday to 15:00h) is always busy, as is the evening (19:00h to closing). The food vendors are obligated to remain open until 22:00h; after that, it's up to them.

And how do you interact with them?

We use a mixture of marketing tools. We're in a number of travel guides, work with the city's tourist promotion agency 'i Amsterdam', various websites and travel bloggers and of course do plenty on social media.

What elements of your venue do you think generate repeat business for you?

It's a great social environment. People like the atmosphere and the temporary events. Foodhallen simulates a food festival, but has the advantage that it's always there.

So, what's next for Foodhallen?

We get a lot of people asking us to go

abroad, to do something similar in cities like Berlin and Paris. For us it's too early to go outside the Netherlands. In the last three years we've seen growth, both for Foodhallen as a company and the individual vendors. I'm amazed that there is still growth after all this time.

We might see more Foodhallen across the Netherlands though...

We have looked, but nothing has been decided for now. We would consider larger cities like Rotterdam, Utrecht and Maastricht. I'm not sure if it will happen, but then again if we find something suitable we could go for it very quickly.

And what about a Foodhallen in a shopping centre?

We're already talking to shopping centre developers. The vibe would be totally different, of course, but we think we could make it work. The key issue for us is how we retain our independence.

How do you see Foodhallen evolving by 2020?

For the coming years it won't change a lot – but we need to keep looking at trends, be flexible and able to change and adapt to demand.

www.foodhallen.nl



Quick Questions
CHONG CHU

FAVOURITE FOOD HALLS:

Mercado San Miguel, Madrid (the building is really special and the place has a great ambience).

Borough Market, London (I like the mix of retail and eating).

FAVOURITE MEAL:

Love all Italian food, plus Asian concepts.

FOOD YOU'D BUY ON A MARKET STALL:

Fresh and dried sausages.

FOOD DISLIKE:

Nothing I don't like – I like to try out and experience lots of things.

RATE YOURSELF AS A HOME COOK (WHERE 1 = DANGER TO PUBLIC HEALTH AND 10 = CELEBRITY CHEF STATUS):

2/10 (I'm really not fond of cooking – when I do, it's a simple pasta dish for the kids).

FAVOURITE EUROPEAN CITY:

Paris – I lived there for six months and it feels a bit like a second home



INTERVIEW AVROKO



Tom Chalmers
Managing Director,
AvroKO

An accomplished design director, Tom Chalmers has extensive experience in the hospitality and food and beverage sectors across the globe. He has worked for big name firms like Skidmore Owings & Merrill, Grimshaw and Gensler, as well as boutique practices. After an extended period living abroad Tom has returned to the UK. Here he tells us of his impressions of food halls in the United States, suggests what factors will transfer well from Mediterranean food markets to other parts of Europe and admits which food he'll only consider after a heavy night out.

You moved back to the UK with your family from the United States nearly two years ago. What prompted the move?

I was working on Timber Cove Inn, Sonoma County, California and by chance met one of AvroKO's four partners. We just got chatting and I mentioned I was considering relocating and he mentioned the firm wanted to set up a London office. It was good timing.

And the London office has been up and running for 18 months now. What have you been up to?

One of the first projects I got stuck into was Time Out Market London at Spitalfields (see p. 45)

Were you familiar with the first market in Lisbon?

I'd obviously heard about it, but I then spent quite a bit of time at Time Out Market Lisbon, so that I could really get to know how the space is organised and the ethos of the place. That

understanding was critical for me when trying to transport the DNA of the market to a new venue. I spent six months working closely with the scheme architect ISA.

What struck you most about the Lisbon operation and what challenges did you identify in transferring its essence elsewhere in Europe?

Time Out Market is pretty high end,



In northern Europe the space needs to be heavily conditioned. Controlling the atmosphere is quite complex – but it's very important for customer experience.

with proper dishes, cutlery and wine glasses and a very clean environment. The cooking academy is very popular. All of those kinds of things can be transported quite easily. In fact, I'd say 9.5 things of 10 can be moved. The remainder are factors like customer mindset – that can be very different. But the biggest hurdle is the climate.

In Lisbon it is pretty warm and sunny all year round. However, in northern Europe the space needs to be heavily conditioned. Controlling the atmosphere is quite complex – but it’s very important for customer experience.

And what else have you been working on?

A cool members’ club in London, a cosmetics brand interior, and a major mixed-use redevelopment taking place in Auckland, New Zealand. Plus, we’ve just finished on China Live, a 2,000 sq. m Chinese food hall in San Francisco, USA.

Having lived in the United States until recently you must have witnessed first-hand the fast-paced growth of the food hall scene there. When I first went to Gotham West Market, New York, it changed the paradigm a bit for me – all the cool kids were under one roof. The design was fantastic. I remember thinking: wow – what a different experience (I should mention that although it was designed by AvroKO, I wasn’t working there at that time). Then when Eataly opened in New York, that was truly eye-opening. There were independent operators going into these spaces, which had never happened before.

If you’ll pardon the pun, what are the key take-aways from those food halls that could be instructive for those creating similar venues in Europe? Ha, ha, well good service is something we can always learn from. The food halls there are very attentive and customer-driven. It important to transfer that across.

What took you to the US originally? My family moved there just as I was finishing studying interior design at university. I was lucky to land an internship with Skidmore as soon as I arrived stateside.



Maintaining a contextual reference from history is crucial. The key is to tap into peoples emotional needs – and that’s going to be different for tourists and locals.



And now you’re back in London, where do plan to take the business? I’ve already grown the office from one to seven people. Right now I’m working on a venue due to open in London next year and have just started on a project in Warsaw. While I was out there I discovered a food hall with a great local menu, wide selection of dishes and easy access to beverages. You can move with your food and drink anywhere within the venue so you can really experience it properly.

Any other food hall experiences that are relevant? Some time ago I was involved in a hotel project in Melbourne, Australia, and spent some time there. I was struck by their very modern interpretation of food halls (not to detract from historic examples across Europe), but I was bowled over by the acoustics, smells and the overall atmosphere.

Those experiences must be invaluable for you on projects going forward. I’ve been approached by developers involved in the many food markets planned in London. From my perspective, I’m keen to get in the door early enough to really influence the finish, as historically interior design is brought into a project quite late.

What can you bring to a food hall project by being involved early on? If you want to create a great historic environment you need to expand or compress the space. It’s important for me to have a valid input into massing – how moving through the space emotionally affects people.

And what are the key design aspects when creating a new food hall? Adaptability is really important – how a venue changes – spatially, acoustically, lighting – over the day and how it changes



It’s important for me to have a valid input into massing – how moving through the space emotionally affects people.

for temporary events. Addressing different operational needs is also crucial – creating an intimate environment for breakfast, but conversely ensuring the space doesn’t feel cramped at lunchtimes and evenings.

Can you identify a key ingredient for making a food hall successful? Maintaining a contextual reference from history is crucial. That’s why Borough

Market in London is so popular – it gives you a bit of London. The key is to tap into people’s emotional needs – and that’s going to be different for tourists and locals. Tourists are becoming more educated about food and beverage and want a heightened local offering. So, in Spain, for example, instead of paella they want seafood, but with a Japanese twist.

www.avroko.com



Quick Questions
TOM CHALMERS

FAVOURITE FOOD HALL: Depachika (department store basement food halls), Tokyo, which is mindblowing, because of the sheer array of offers.

FAVOURITE MEAL: Mediterranean food – I’m a sucker for fresh fish and salad.

FOOD YOU’D BUY ON A MARKET STALL: Fish or meat – especially tuna or any freshwater fish.

FOOD DISLIKE: Greasy fried food – maybe OK for a hangover, but still messy.

RATE YOURSELF AS A HOME COOK (WHERE 1 = DANGER TO PUBLIC HEALTH AND 10 = CELEBRITY CHEF STATUS): 6. 5/10 – I have my moments!

FAVOURITE EUROPEAN CITY: Seville – I have family there; it’s a very honest place with a great heritage.



FUTURE TRENDS:

EUROPEAN

FOOD HALLS

Part 2

SIZE

An important part of the draw of a food hall is the variety of food on offer. How that variety is translated into the number of food vendors is currently a matter for debate. Operators of larger halls suggest that 15 food vendors is a minimum – without a critical mass they suggest venues will struggle to survive. However, we believe that size is related to the local market. In smaller cities, or districts of big cities, a venue with fewer than 10 vendors could be successful if correctly positioned, as Altrincham Market House on the edge of Manchester (nine food vendors in 400 sq. m) demonstrates. Although it employs 200 staff, the fact that El Nacional in Barcelona (see p. 39)

is divided into just four food zones, suggests that alternative practices are feasible.

Larger operators like Time Out Market and London Union are typically considering sites of between 1,500 sq. m and 2,500 sq. m, but the venues that have opened across Europe so far have fitted into a wide range of floorplate sizes. In future we suggest that just as a select number of food vendors can still be viable, smaller size floorplates, particularly for food halls which are part of larger schemes, could work equally well.

While there is obviously a link between the number of vendors and floorspace occupied, the amount

and positioning of seating areas must be carefully judged, as it is a crucial consideration when communal dining is such an important part of the experience. Design experts (see Interview p. 24) brought into a project at an early stage can advise on how to optimise customer flows and interaction.

FOOD VENDORS

Whether celebrity chefs or passionate street food cooks are in charge of the kitchen, the key expectation from European food hall visitors is always the same: top-quality food. However, food excellence is just the start. Consumers expectations for new and unique flavours and textures are high. Food vendors who



City Profile

Paris



As a world-renowned capital of gastronomy, with a taste-bud-tlingling array of restaurants and traditional food markets it is perhaps less surprising that Paris has so far seen relatively little activity from new generation food hall operators. Although La Grande Epicerie, the French equivalent of Harrods food hall, has been modernised since it opened in 1978, it remains focused largely on gourmet produce.

However, things are about to change for Parisians and Paris-bound travellers alike. Italian operator Eataly, which now has 20 venues in Italy, as well as others worldwide (see European Food Hall Directory, p. 47), is due to open a 4,000 sq. m outlet on the city's historic Marais district on Rue Sainte Croix de la Bretonnerie in 2018.

Also due to open in 2018 is Franco-Belgian developer Bannimo's Gare du Sud scheme. A 420 sq. m food hall will be incorporated in the 3,000 sq. m redevelopment of the city's former southern railway station.

are gifted innovators will be particularly valuable to operators as they will be able to create new dishes to maintain interest. This will be easier for operators than physically changing their vendor line-up. This may explain why although many current operators typically offer short-term licences (one to two years for established cooks) there has been remarkably little churn.

A potential challenge for operators, as food halls become more widespread, is how to secure top quality chefs. And as branded chains is anathema to food hall consumers, operators of multiple venues may well have to find ways of scaling vendors that avoid any

hint of homogeneity.

BUSINESS MODEL

Larger operators who typically lease a whole venue and then assign pitch licences to food vendors have found that operating the bar sales themselves and taking only a small slice of vendor takings allows them to run the business profitably. In this model individual vendors may be restricted from selling drinks as the food hall operator drives footfall to its own bars. This often represents the operator's primary income stream.

We think this model is likely to become common (if not universal) as the sector develops in Europe. The template also works for



US TRENDS

Inspired by European upscale food markets, operators in the US, not only ran with the idea but turned it into their own. With a similar demographic background to Europe (a rise in food appreciation as a cultural trend and an enthusiastic millennial generation leading the throng of potential customers) the US market was well-positioned to respond to the food hall revolution. Although European operators have a foothold in the US market – Eataly got on board in 2010 and Time Out Market has two schemes due to open in the US in the next two years – much development

has been home-grown.

What is particularly instructive about the US experience is the willingness to adapt the concept as a partner use within shopping centres. Unlike in Europe (see Definition, p. 4) the term ‘food hall’ was until recently synonymous with ‘food court’. These functional food spaces with a homogenised line-up of chain fast-food operators had been a US shopping centre staple for decades. So, the arrival of independent food vendors, providing fast, yet cooked to order, meals in bespoke-design settings was almost revolutionary. Schemes like Gotham West Market in New York (1,000 sq. m) and Revival in Chicago (2,400 sq. m) have been enthusiastically received by consumers and a growing band of tourist visitors alike.

New York remains at the forefront of this movement, with over 30 food halls already operating and at least 15 more in the pipeline (either under construction or planned) by 2019. However, the trend is taking off across the US beyond just global gateway cities to secondary and tertiary markets as diverse as Salt Lake City, Utah and Boise, Idaho. While there were just over 100 active food hall projects in existence throughout the US one year ago, there are now close to 200 in operation. Between projects currently under construction and those that have been proposed, it is entirely within the realm of possibility that there may be as many as 400 food hall projects open in the US by 2019.



landlords who take on the role of operator. We have seen that drinks-led sales are increasingly important in food halls, where their availability increases dwell-time and therefore spend.

PLANNING

As many new generation European food halls have inhabited renovated buildings in regeneration areas operators have generally found that local authorities have been supportive and in some cases local communities have also added their voice (as in Amsterdam’s Foodhallen, see Interview p. 20). However, not all operators have had positive experiences. For example, Time Out Market’s plans for a venue next to the historic Spitalfields Market in London have stalled due to planning and licensing issues.

Whether such experiences prove to be isolated cases remain to be seen, but they highlight the importance

of maintaining good relations with local communities from an early stage. Similarly, for future large-scale urban regeneration projects, landlords/developers would be well advised to calculate and highlight to the relevant planning authority the considerable economic benefits a food hall can bring.

INTEGRATION WITH MIXED-USE SCHEMES, INCLUDING SHOPPING CENTRES AND LEISURE EXTENSIONS

Existing food hall operators report that they have already had discussions with developers about incorporating their concept into future shopping centres. Some are convinced that their model could transition effectively. We agree, as the US experience (see box p. 30) suggests, that food halls could play an important part in the tenant mix of future shopping centres, as the balance between

retail and leisure uses moves steadily towards the latter.

Care will need to be taken to create the right kind of environment for the emerging generation of food-conscious consumers and good design will play a large role in this. We do not believe that retro-fitting a food hall in vacant retail space will typically work. These are major space users and need bespoke environments to be truly successful.

Landlords (of shopping centres or any other use type that is proposing to share space with a modern food hall) will probably choose to lease the operation to a third party or employ an experienced individual in a management contract-type arrangement. Top-performing food halls will need active and constant curation to ensure that the mix of vendors, menus and additional offers is optimum at all times.

EXPECT THE UNEXPECTED

As the European food hall journey has only just begun, it is possible that unforeseen twists and turns will present themselves over the coming years. These could be to the benefit or detriment of the sector. Landlords and operators who can not only spot trends as they are breaking, but can also anticipate the future demands of an ever-demanding customer base, will be best placed to take advantage of one of the leisure and hospitality industry’s most exciting trends.

INTERVIEW

LONDON UNION



Jonathan Downey
CEO and Co-Founder,
London Union

City lawyer turned bar operator and restaurateur Jonathan Downey has built up London’s popular Street Feast food market brand across multiple venues in the city. In 2015, he teamed up with Henry Dimbleby, co-founder of successful UK restaurant chain LEON, to form parent company London Union to further develop the food market business. Here Jonathan tells us what he makes of modern American food halls, why London Union is looking for longer-term commitments from landlords, what ‘terraforming’ means and reveals which alcoholic beverage he just doesn’t get.

How do you sum up Street Feast to people who don’t know it?
We call our venues ‘street food night markets’ and ‘street food arenas’. We’re doing something that no-one else is doing at the moment. We don’t call them food halls though – that’s a very American term and tends to belong mostly to the daytime.

So, you’re familiar with the huge growth of food halls in North America?
Oh yeah, some of them are gigantic and really impressive. Places like Revival, Chicago; Reading Terminal, Philadelphia; Ponce City, Atlanta and Grand Central Terminal, Los Angeles.

Wow, you get around and certainly know your US food halls! Could ‘big’ work in London, too?
Definitely and I would love to do a mega food market in London. It’s well known that we have suggested that Smithfield

Market (currently a dilapidated historic building in central London) would be perfect for this. It would be a tragedy if Smithfield becomes just a museum rather than a thriving food market as well, that could bring 9-12 million visitors to that area – it would change the reputation and centre of gravity of London.

It would also be much bigger than anything you’ve done to date. What is your preferred size for new venues (apart from Smithfield)?
Yes, Smithfield could be up to 10, 000 sq. m. Dinerama (Street Feast’s most well-known venue) is 1,800 sq. m, including mezzanine space; Hawker House, Canada Water is 3,000 sq. m inside and 1,500 sq. m outside, while Giant Robot, Canary Wharf is just 1,000 sq. m. I’m not sure we’d do that again, as now we’re not looking at anything less than 1,500 sq. m and ideally, something around 2,500-4,000 sq. m.

Some people associate Street Feast with edgy locations and are surprised to find one in the shiny surroundings of Canary Wharf.
We went to Canary Wharf because we were offered a very special space. It always makes a difference to me if a landlord is keen and supportive like Canary Wharf Group were. In fact, we’re keen to do more like it and take over some of the larger and more traditional food & beverage spaces in office buildings – the beauty of what we do is that we can rotate the offer and keep it fresh and new.



Keeping it fresh and new seems to be an important part of the food market scene.
Millennials are always looking for the next thing. Things become old after three or four years. So our food vendors start with a six-week trial, then move onto a three-month licence and a rolling licence after that.

But only if they cut the mustard with you presumably?
Actually, finding enough good quality people on the food side is a real challenge at the moment. We had a golden generation who have now moved on to bricks and mortar. The thing is, the concept doesn’t even have to be new, it just needs to be consistently good. There is definitely room for someone who can produce brilliant burgers, for example.

Assuming you have a full complement of food vendors, how does your business make money?
Three ways: we run all the bars, we get a 10-20% share of vendor takings and we have a modest door charge after 19:00h, though that’s mainly to filter out time wasters. It’s a strong business model, based on high margins and low staff costs.

Yet you can invest large sums in what are temporary spaces.
Yes, we’ll have spent nearly £1 million at Hawker House over two years and just about broken even. That doesn’t make much sense on the face of it, which is why we aren’t going to do two-year pop-ups any more. We’re now looking for longer-term leases, with a minimum of five years.

“We’d like to take over (food and beverage) space in office buildings – the beauty of what we do is that we can rotate the offer and keep it fresh and new.”



You've also put some areas, like Lewisham (Model Market), on the map.

I call that 'terraforming'. When what you do also brings other things into an area. But that can also be expensive for us, so I'm not sure how much of that we'll do in future.

And how much do you know about your customers?

We've just done some work looking into that. Some 70% of our crowd is under 35 with a 52/48 female/male split. Also, at Dinerama, for example, we've had 730,000 visitors in the first 28 months but only 40% of these were local. I was surprised, as I expected it to be more. We get a huge number of new visitors every week – the trick is getting them to come back.

Which is where social media can be quite handy.

Definitely. So far, we've built the business solely on social media. We don't do any other marketing. It's getting harder now, though, as people are engaging less actively than they used to and just clicking 'Like' without necessarily taking things on board.

That won't stop you expanding the business?

No, we'd like to open two or three new

venues each year for the next few years. It would be good to have 10 by 2020.

As a Mancunian would you like to have a venue in Manchester?

I'm really keen to do that, in fact we have some space there we're already looking at. Apart from Manchester we might also weigh up somewhere like Bristol. It needs to be a city where people are really into food, and where you can find good local operators.

You've also had developers in the US knocking on your door.

If the US is a bit far, could mainland Europe be on the cards for you?

Cities like Amsterdam, Berlin, Paris have some incredible spaces, but we're not at that stage yet. Not this year anyway!

Some food operators are worried about future dips in the economy.

How resilient do you think what you do is?

Well we reckon we're a great value night out and so a little more resilient. You can spend £15 on food and £15 on drinks for a whole Friday night out. Food markets are a great value option – as long as the food is good, the service is on it, and the atmosphere is excellent.

www.streetfeast.com



Quick Questions

JONATHAN DOWNEY

FAVOURITE FOOD HALL:

DeKalb Market Hall, Brooklyn, USA (it does a cracking job on food and design).

FAVOURITE MEAL:

Anything from Breddos (London-based food brand) – amazing fresh Mexican food.

FOOD YOU'D BUY ON A MARKET STALL:

Sea bass.

FOOD DISLIKE:

Mushrooms and mussels. And also, cider – what's that about?

RATE YOURSELF AS A HOME COOK (WHERE 1 = DANGER TO PUBLIC HEALTH AND 10 = CELEBRITY CHEF STATUS):

8/10 – My kids would rate me highly on what I produce, but only 2/10 on variety.

FAVOURITE EUROPEAN CITY:

Barcelona (such a welcoming, friendly vibe).



Millennials are always looking for the next thing. Things become old after three or four years.



TOP 10 FOOD HALLS

1

TIME OUT MARKET

Lisbon, Portugal

Time Out has branched out into food halls and opened its first one in Lisbon in May 2014. The Time Out Market Lisboa is located in the Mercado da Ribeira at Cais do Sodre and has 24 restaurants, 8 bars and 12 shops selling regional specialties, with the original market stall holders occupying around half of the space. The market also has a music venue and attracts over three million visitors a year, making it the busiest tourist attraction in Lisbon. It has gathered 60,000 reviews on Tripadvisor. Others are planned for Porto (Portugal), Boston and Miami (USA). A site was recently secured in London (Spitalfields), subject to planning and licensing.

Time Out Lisboa, like the other venues in the pipeline, is an upscale

operation and is keen to draw attention to the use of branded china crockery, metal cutlery and real glasses. Food is prepared by well-known (some Michelin-starred) chefs, including Miguel Castro e Silva, Marlene Vieira and Henriques Pessôa, which creates part of the draw and a sense of theatre. A cookery school is attached to the market, run by local foodie Rodrigo Meneses, and offers a wide variety of courses, for all skill levels, from local delicacies like Portugal's best-loved pastry pastéis de nata (custard tarts), through seasonal treats, to world cuisine (see Interview p. 12). The eclectic mix of cuisine, high-quality food, which has made fine dining available to all, and fantastic design make it our favourite in Europe.

2



DINERAMA

London, UK

Perhaps now the most well-known of London's Street Feast food markets which first came to life in 2012, Dinerama started trading in 2015 in Shoreditch, to the east of the City of London that has become hugely popular with the capital's hipster tech generation. Originally trading only on Fridays and Saturdays, Dinerama has become so popular it is now open Wednesday to Saturday from 17:00h until late.

While the six uniquely-named bars (including the much-talked-about German Sex Dungeon) are run by parent company London Union (see Interview p. 32), the food is provided by 6 independent operators, serving a wide variety of fare, from Yumplings (steamed Asian dumplings), through to Lagon (live-fire Swedish BBQ) and Club Mexicana (meat-free Mexican classics). The 1,800 sq. m venue (including mezzanine space), which attracted 730,000 visitors over summer 2017, regularly hosts music events and is recognised as an exemplar for successful street market development.

3



MATHALLEN

Oslo, Norway

Open six days a week from mid-morning until early evening, Mathallen offers high-quality products from Norwegian small-scale producers as well as special foreign imports. Shops selling fresh local produce are mixed with eateries, which are the real draw here. The basement bar and restaurant Smelteverket with views of the Akerselva river is home to Scandinavia's longest bar (apparently!). Upstairs it's possible to sample seafood at the Vulkanfist Seafoodbar, southeast Asian specialities at Atelier Asian Tapas or global street food and drinks at Hitchhiker, among others.

The 4,400 sq. m building has a total of 10 restaurants, plus 18 shops, and has been converted from a century-old factory that used to produce railway tracks in a cool and

emerging part of the city.

The industrial heritage of the building is a theme repeated in many of the bars and restaurants inside. Mathallen is situated on Vulkan 5 in the Vulkan district, a former industrial area on the northern periphery of Oslo's city centre, a 15-minute walk from the city's railway station. The redevelopment of the Mathallen building, which opened in 2012, was led by Norwegian developer Aspelin Ramm. It has been involved in several major urban regeneration projects across the country, including Oslo's newest art gallery, designed by the architect of London's Shard, Renzo Piano. Mathallen was used as an anchor for the wider regeneration of the area and is now a must-see venue on the Oslo map.

Photo: Finn Ståle Felberg / Mathallen

4



EL NACIONAL

Barcelona, Spain

This swish eating destination, the brainchild of local businessman Lluís Cañadell, owner of nearby restaurant Boca Grande, bills itself as a gastronomical experience and claims to be inspired by Madrid's Mercado de San Miguel. Since it opened in 2014 on the Passeig de Gràcia, the busy shopping thoroughfare running through the heart of Barcelona. The 3,000 sq. m food hall, seats nearly 800 diners, including a private area, and is divided into four zones, representing the major food groups of meat, fish, tapas/rice and fast deli. The zones are mirrored by four specialist bars serving beer, wine, cava and cocktails. All are open every day from midday till 02:00h (03:00h at weekends) and staffed by around 200 employees.

Housed in a late nineteenth-

century modernist building, originally constructed as an exhibition hall and subsequently converted for a variety of other uses, including a rather unedifying interlude as a car park, it has been beautifully renovated by renowned Catalan interior designer Lázaro Rosa-Violán (see also La Platea, below) to echo the feel of the 1930s and 1940s. As a result, the interiors are as eye-catching as the dishes are mouth-watering. El Nacional is a world away from the nearby La Boqueria market, itself the inspiration for several modern European food halls. One of the interesting features about this food hall is that all of the food zones are run by the same owner, giving a great deal of control over the quality, design, pricing and the less-glamorous back of house areas.

5



COPENHAGEN STREET FOOD 'PAPIRØEN'

Copenhagen, Denmark

A temporary market has taken over two former industrial halls in a prominent position in the heart of Copenhagen's harbour, in the city's up and coming cultural district, near the opera house and the Royal Danish Theatre. Copenhagen Street Food opened its doors in 2014 as one of the tenants of Papirøen (Paper Island). An inner-city regeneration project, it opened up a previously industrial area, that had been closed to the public, and was used to store paper

for Danish newspapers, hence the current name.

Open daily from midday until 21:00h/22:00h Copenhagen Street Food brings 39 food vendors together under a single roof. Vendors include Anatolia (authentic Turkish food), Banzai Street Sushi (fresh sushi), All About Ostrich (ostrich burgers), Bulko (trendy South Korean BBQ) and Cheesecaken (a Scandinavian take on American cheesecakes). The focus of Copenhagen Street

Food is low-cost meals, with prices as low as DK50 (c €6.70). As well as food and drink, the halls also hosts regular music events.

Paper Island is due to be redeveloped as a residential-led area in 2018, so Copenhagen Street Food will close mid-December 2017. Its creator Jesper Møller plans to open a new, smaller, venue (around 1,000 sq. m) in spring 2018 in the Riggerloftet scheme on the nearby island of Refshaleøen.

6



TORVEHALLERNE

Copenhagen, Denmark

Another modern generation food hall which takes its inspiration from Spain, Torvehallerne owes its current feel to Córdoba's Mezquita Mosque-Cathedral. The brainchild of local architect Hans Peter Hagens, the food hall sits on a site in central Copenhagen that was home to a fruit and vegetable market since 1889. When that closed in 1958 the land at Israels Plads was used as a car park until Torvehallerne brought it back to life in 2011.

Now a vibrant tourist destination,

but with a solid customer base of local residents, it houses over 60 kiosks. Fresh produce is once again sold, together with an amazing choice of food from vendors including GRØD (Danish porridge), Sushi Lovers (Japanese food), Gorm's (traditional Italian pizzas) and Ma Poule (French delicacies), a kiosk that originated in London's Borough Market. Torvehallerne has also made a name for itself by hosting seasonal events, including the Danish 'Gløgg' (mulled wine) championships at Christmas.

7



MARKET HOUSE

Altrincham (Manchester), UK

Proving that small food halls can be hugely successful if they are well-located Altrincham's Market House is home to just nine food vendors, next to Altrincham's fresh food market. Although Altrincham (known locally as Alty) is a small town, it is part of the Greater Manchester conurbation, situated eight miles south-east of the city centre and served by the region's growing tram network.

This ease of access has been a benefit to the 400 sq. m Market House, which has been attracting visitors from a wide area since it opened in 2014 in a renovated listed building. Open seven days a week, most days from early morning until late at night, food vendors include Wolfhouse (Asian-inspired cuisine), Little Window (flatbreads), Tender Cow (steak house) and the Great Northern Pie Company (traditional British pies).

8



FOODHALLEN

Amsterdam, Netherlands

The first modern food hall in the Netherlands was opened by a group of hospitality professionals in 2014 (see Interview, p.20), after a chance holiday visit to Madrid's San Miguel food hall. Inspired by the unique atmosphere, in part generated by its location in a renovated historic building, Foodhallen's creators came up with their own take for the Dutch market, then scoured Amsterdam for a suitable venue.

They found the perfect fit in De Hallen, a 22,000 sq. m former tram depot on the edge of the city centre, which had just been brought back to life as result of a community-led regeneration project. Now the 1,200 sq. m Foodhallen, which houses 20 food vendors, plus a pop-up trader, rubs shoulders with neighbours including a TV studio and hotel, and attracts over 700,000 visitors a year. Many are tourists, but local residents form an important part of the customerbase during the winter season. Although Foodhallen struggled to find good quality food vendors at the start, its fortunes have changed as it now has a waiting list of 50 chefs.

9



LA PLATEA

Madrid, Spain

Unquestionably the most upmarket food hall in the Spanish capital, La Platea's elegant transformation of a former 1950s cinema building created by noted architect Luis Gutiérrez-Soto, has been entrancing a steady stream of visitors since 2014. The redesigned interiors, split across five levels, by Catalan designer Lázaro Rosa-Violán (who was also responsible

for Barcelona's El Nacional food hall – see no.4) means that the surroundings are as dramatic and theatrical as the food.

Situated in Madrid's wealthy Salamanca district, north-east of the city centre, La Platea is home to 20 food vendors within its 6,000 sq. m, which also includes an events space, where performances take

place nightly. A wide selection of world cuisines is on offer, but diners are attracted by the meals prepared by Michelin star restaurateurs such as Paco Roncero, Pepe Solla and Marcos Morán and Richard Camarena. Despite the opulent atmosphere, La Platea continues to win plaudits from customers for its value for money approach to food.

10



THE KITCHENS AT OLD SPITALFIELDS MARKET

London, UK

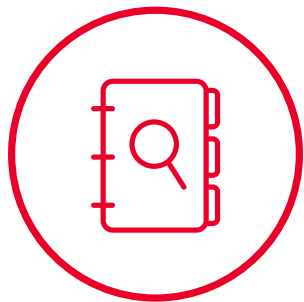
One of the latest additions to the food hall scene opened its doors in October 2017 as part of the renovation of the historic Spitalfields Market, on the edge of the City of London. The market interiors have been given a new lease of life by global architectural firm Foster+Partners. The Kitchens, a collection of 10 food vendors, has been developed and will be

curated by celebrity Portuguese chef Nuno Mendes.

The Kitchens is located in the heart of the market, which is already home to over 70 stall holders, offering a wide variety of fresh produce, crafts, homewares and street food. Food is served seven days a week, and until 20:00h on weekdays. Unusually for a food hall, some of the food

vendors at The Kitchens have already established themselves elsewhere in London and bring with them an enthusiastic following. They include: Yum Bun, an Asian speciality food outlet which is well-known for its Street Feast venues, and Breddos Tacos, a Mexican taqueria which also runs two permanent restaurants.

FOOD HALLS ACROSS EUROPE DIRECTORY



DENMARK

TORVEHALLERNE
Copenhagen
No. of Food Hall operators – 60
Year Open / Due – 2011
www.torvehallernekbh.dk

COPENHAGEN STREET FOOD
Copenhagen
Total size of the scheme (sq. m) – 45,000
No. of Food Hall operators – 39
Year Open / Due – 2014
www.copenhagensestreetfood.dk

WESTMARKET
Copenhagen
Total size of the scheme (sq. m) – 3,700
Food Hall area (sq. m) – 3,700
No. of Food Hall operators – 62
Year Open / Due – 2017
www.westmarket.dk

FRANCE

TIME OUT MARKET PARIS
Paris
Total size of the scheme (sq. m) – 2,000
No. of Food Hall operators – 1
www.timeout.com/market

MY LITTLE PARIS MARKET
Paris
Total size of the scheme (sq. m) – 1,500
No. of Food Hall operators – 1

LA GRANDE ÉPICERIE
Paris
Total size of the scheme (sq. m) – 4,500
Food Hall area (sq. m) – 3,000
No. of Food Hall operators – 1
Year Open / Due – 1978
www.lagrandeepicerie.com

LE MARCHÉ DES ENFANTS ROUGES

Paris
Food Hall area (sq. m) – 300
No. of Food Hall operators – 1
Year Open / Due – 1628

EATALY
Paris
Total size of the scheme (sq. m) – 4,000
No. of Food Hall operators – 30
Year Open / Due – 2018
www.eataly.com

LA GARE DES SUDS
Nice
Total size of the scheme (sq. m) – 1,300
Food Hall area (sq. m) – 420
Year Open / Due – 2018

GERMANY

MARKT HALLE NEUN
Berlin
No. of Food Hall operators – up to 48
Year Open / Due – 1891 first opening; 2011 revival
www.markthalleneun.de

ARMINIUSMARKTHALLE
Berlin
Total size of the scheme (sq. m) – 3,500
Food Hall area (sq. m) – 1,600
No. of Food Hall operators – 34
Year Open / Due – 1891 first opening; 2010 re-opening
www.arminiusmarkthalle.com

MARHEINEKE MARKTHALLE
Berlin
Total size of the scheme (sq. m) – 3,000
Food Hall area (sq. m) – 2,500
No. of Food Hall operators – 55
Year Open / Due – 1892 first opening as Markthalle 11 in Berlin; 2003 re-opened by Berliner Grossmarkt GmbH
www.meine-markthalle.de

HUNGARY

GREAT MARKET HALL (KÖZPONTI VÁSÁRCSARNOK)
Budapest
Total size of the scheme (sq. m) – 10,000 ground floor + approx 1,500 mezzanine
No. of Food Hall operators – 15
Year Open / Due – 1897/1994-refurbishment
www.piaconline.hu

DOWNTOWN MARKET (BELVÁROSI PIAC)
Budapest
Total size of the scheme (sq. m) – 2,110 ground floor + approx 500 mezzanine
No. of Food Hall operators – 19
Year Open / Due – 1891/2014 refurbishment
www.belvarospiac.hu/en

BÁLNA BUDAPEST
Budapest
Total size of the scheme (sq. m) – 30,574 (12,000 GLA + 2,000 terrace + 250 parking plot)
No. of Food Hall operators – 7
Year Open / Due – opened in 2008.
www.balnabudapest.hu

BATTHYÁNY TÉRI VÁSÁRCSARNOK
Budapest
Total size of the scheme (sq. m) – 3,156
No. of Food Hall operators – 8
Year Open / Due – 1902/2003 refurbishment

FÉNY UTCAI
Budapest
No. of Food Hall operators – 40
Year Open / Due – opened in 2009
www.fenyutcaipiac.hu

LEHEL MARKET (LEHETL CSARNOK)
Budapest
Total size of the scheme (sq. m) – 6,250
Year Open / Due – opened in 1800 and rebuilt it in 2000-2002

HUNYADI TÉR
Budapest
Total size of the scheme (sq. m) – 2,140
Year Open / Due – built in 1897

RÁKÓCZI TÉR
Budapest
Total size of the scheme (sq. m) – 5,290
Year Open / Due – opened in 1897

ITALY

EATALY LINGOTTO
Turin
2007
www.eataly.net

EATALY INCONTRA
Turin
www.eataly.net

EATALY MILANO SMERALDO
Milan
www.eataly.net

EATALY ROMA
Rome
Total size of the scheme (sq. m) – 16,000
www.eataly.net

EATALY GENOVA
Genoa
www.eataly.net

EATALY PIACENZA
Piacenza
www.eataly.net

EATALY BOLOGNA
Bologna
www.eataly.net

EATALY FORLÌ
Forlì
www.eataly.net

EATALY FIRENZE
Florence
www.eataly.net

EATALY BARI
Bari
www.eataly.net

EATALY PINEROLO (TURIN)
Pinerolo (Turin)
www.eataly.net

EATALY MONTICELLO
Monticello d'Alba (Cuneo)
www.eataly.net

EATALY TRIESTE
Trieste
www.eataly.net

IL MERCATO CENTRALE ROMA
Rome
Total size of the scheme (sq. m) – 3,000
Year Open / Due – 2016
www.mercatocentrale.it

IL MERCATO CENTRALE FIRENZE
Florence
Total size of the scheme (sq. m) – 3,000
No. of Food Hall operators – >15
Year Open / Due – 2014
www.mercatocentrale.it

FICO EATALY WORLD
Bologna
Total size of the scheme (sq. m) –100,000
No. of Food Hall operators – >40
Year Open / Due – 15 November 2017
www.eatalyworld.it

OFFICINE ITALIA
Mestre
Food Hall area (sq. m) – 2,150
Year Open / Due – September 2017
www.officineitalia.eu

DEGUSTAZIONE
Fano (Pesaro-Urbino)
Food Hall area (sq. m) – 2,000
Year Open / Due – October 2017

Rescaldina (Milan)
Food Hall area (sq. m) – 3,000
Year Open / Due – 2019

NETHERLANDS

DE MARKTHAL
Rotterdam
Total size of the scheme (sq. m) –43,000
Food Hall area (sq. m) – 1,920
No. of Food Hall operators – 96
Year Open / Due – 2014
www.markthalrotterdam.nl

DE HALLEN
Amsterdam
Total size of the scheme (sq. m) – 16,000
Food Hall area (sq. m) – 315
No. of Food Hall operators – 21
Year Open / Due – 2014
www.foodhallen.nl

POLAND

HALA MIROWSKA
Warsaw
Total size of the scheme (sq. m) – 3,300
No. of Food Hall operators – 5
Year Open / Due – 1902, 1960
reopened after post-war demolition
www.wss.spolem.org.pl

HALA GWARDII
Warsaw
Total size of the scheme (sq. m) – 3,300
No. of Food Hall operators – 24
Year Open / Due – 1902, 1960, 2017 reopened after post-war demolition
www.halagwardii.pl

HALA TARGOWA
Warsaw
Total size of the scheme (sq. m) – 3,600
No. of Food Hall operators – 4
Year Open / Due – 1906, 1948 reopened
www.spolem.pl

HALA KOSZYKI
Warsaw
Total size of the scheme (sq. m) – 8,000
No. of Food Hall operators – 20
Year Open / Due – 1908, 2016 reopened
www.koszyki.com

PORTUGAL

TIME OUT MARKET LISBOA
Lisbon
Total size of the scheme (sq. m) – 10,000
Food Hall area (sq. m) – 3,000
No. of Food Hall operators – 44
Year Open / Due – 2014
www.timeoutmarket.com

MERCADO DE CAMPO DE OURIQUE
Lisbon
Total size of the scheme (sq. m) – 5,000
Food Hall area (sq. m) – 4,000
No. of Food Hall operators – 23
Year Open / Due – 2013
www.mercadodecam-podeourique.pt

MERCADO DE ALGÉS
Lisbon
Total size of the scheme (sq. m) – 2,800
Food Hall area (sq. m) – 2,240
No. of Food Hall operators – 15
Year Open / Due – 2015
www.mercadodealg.es

MERCADO DO BOM SUCESSO
Porto
Total size of the scheme (sq. m) – 3,200
Food Hall area (sq. m) – 2,560
No. of Food Hall operators – 44
Year Open / Due – 2013
www.mercadobomsucesso.pt

RUSSIA

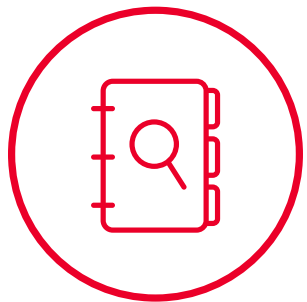
FOOD MARKET 21
Moscow
Total size of the scheme (sq. m) – 1,000
Food Hall area (sq. m) – 1,000
No. of Food Hall operators – 25
Year Open / Due – 2014
www.the21.info/en

DANILOVSKY MARKET
Moscow
Total size of the scheme (sq. m) – 8,000
Food Hall area (sq. m) – 8,000
No. of Food Hall operators – 26
Year Open / Due – 2015
www.danrinok.ru

KON'KOVO
Moscow
Total size of the scheme (sq. m) – 22,000
Food Hall area (sq. m) – 1,000
No. of Food Hall operators – 15
Year Open / Due – 2015
www.konkovo.ru

GASTROFERMA
Moscow
Total size of the scheme (sq. m) – 6,000
Food Hall area (sq. m) – 1,200
No. of Food Hall operators – 28
Year Open / Due – Feb 2017
www.gastroferma.ru

FOOD HALLS ACROSS EUROPE DIRECTORY



USECHEVSKY MARKET

Moscow
Total size of the scheme (sq. m) – 1,900
Food Hall area (sq. m) – 1,900
No. of Food Hall operators – 20
Year Open / Due – Oct 2016

EATALY

Moscow
Total size of the scheme (sq. m) – 20,000
Food Hall area (sq. m) – 7,500
Year Open / Due – March 2017
www.eataly.ru

5TH AVENUE

Moscow
Total size of the scheme (sq. m) – 21,170
Food Hall area (sq. m) – 3,900
No. of Food Hall operators – 20
Year Open / Due – Nov 2017

CENTRAL MARKET

Moscow
Total size of the scheme (sq. m) – 3,500
Food Hall area (sq. m) – 3,500
Year Open / Due – Dec 2017

CHEREMUSHKINSKY MARKET

Moscow
Total size of the scheme (sq. m) – 5,000
Food Hall area (sq. m) – 5,000
Year Open / Due – Dec 2017

SLOVAKIA

FRESHMARKET

Bratislava
Total size of the scheme (sq. m) – 8,110
Food Hall area (sq. m) – 4,100
No. of Food Hall operators – 25
Year Open / Due – 2016
www.freshmarket.sk

SPAIN

PLATEA

Madrid
Total size of the scheme (sq. m) – 6,000
No. of Food Hall operators – 21
Year Open / Due – 2014
www.plateamadrid.com/en

MERCADO DE SAN MIGUEL

Madrid
Total size of the scheme (sq. m) – 1,210
No. of Food Hall operators – 18
Year Open / Due – 2009
www.mercadodesanmiguel.es/en

MERCADO DE SAN IDELFONSO

Madrid
Total size of the scheme (sq. m) – 700
No. of Food Hall operators – 15
Year Open / Due – 2014
www.mercadodesanildefonso.com

MERCADO DE SAN ANTÓN

Madrid
Total size of the scheme (sq. m) – 7,500
No. of Food Hall operators – 24
Year Open / Due – 2011

MERCADO DE LA PAZ

Madrid
Total size of the scheme (sq. m) – 2,660
No. of Food Hall operators – 64
Year Open / Due – 2003
www.mercadolapaz.es

MERCADO DE LA BOQUERÍA

Barcelona
Total size of the scheme (sq. m) – 2,583
No. of Food Hall operators – 300
Year Open / Due – 2000

LA NACIONAL

Barcelona
Total size of the scheme (sq. m) – 2,600
No. of Food Hall operators – 4
Year Open / Due – 2014
www.elnacionalbcn.com/en

MERCADO DE LA RIBERA

Bilbao
Total size of the scheme (sq. m) – 10,000
No. of Food Hall operators – 30
Year Open / Due – 2009
www.ariberabilbao.com/en

SWEDEN

ÖSTERMALMS SALUHALL

Stockholm
Total size of the scheme (sq. m) – 6,000
Food Hall area (sq. m) – 6,000
No. of Food Hall operators – 1
Year Open / Due – 1888/2018
www.ostermalmshallen.se/en

URBAN DELI SVEAVÄGEN

Stockholm
Total size of the scheme (sq. m) – 2,800
Food Hall area (sq. m) – 2,800
No. of Food Hall operators – 1
Year Open / Due – 2015
www.urbandeli.org

MALMÖ SALUHALL

Malmö
Total size of the scheme (sq. m) – 1,500
Food Hall area (sq. m) – 1,500
No. of Food Hall operators – 1
Year Open / Due – 2016
www.malmosaluhall.se

K-25

Stockholm
750
No. of Food Hall operators – 11
www.k25.nu

SWITZERLAND

IM VIADUKT

Zurich
Total size of the scheme (sq. m) – 2,250
Food Hall area (sq. m) – 680 (150 are outside)
No. of Food Hall operators – 15
Year Open / Due – 2010
www.im-viadukt.ch

MARKTHALLE

Basel
No. of Food Hall operators – 31
Year Open / Due – 2011
www.altemarkthalle.ch

MARKTHALLE BERN

Bern
Total size of the scheme (sq. m) – 3,550
Food Hall area (sq. m) – 2,325
No. of Food Hall operators – 20
Year Open / Due – 2018
www.neuemarkthallebern.ch

TURKEY

ZORLU CENTER

Istanbul
Total size of the scheme (sq. m) – 70,000
No. of Food Hall operators – 8
Year Open / Due – 2013
www.zorlucenter.com.tr

ISTINYE PARK

Istanbul
Total size of the scheme (sq. m) – 87,000
No. of Food Hall operators – 20
Year Open / Due – 2007
www.istinyepark.com

WATERGARDEN ISTANBUL

Istanbul
Total size of the scheme (sq. m) – 49,000
No. of Food Hall operators – 31
Year Open / Due – 2016
www.watergarden.com.tr

BULVAR 216

Istanbul
Total size of the scheme (sq. m) – 17,000
No. of Food Hall operators – 20
Year Open / Due – 2014
www.bulvar216.com

CITY'S NISANTASI

Istanbul
Total size of the scheme (sq. m) – 23,000
No. of Food Hall operators – 13
Year Open / Due – 2008
www.citysnisantasi.com/tr

TRUMP TOWER

Istanbul
Total size of the scheme (sq. m) – 42,000
No. of Food Hall operators – 14
Year Open / Due – 2012
www.trumpalisverismerkezi.com

NORWAY

MATHALLEN

Oslo
Total size of the scheme (sq. m) – 4,400
No. of Food Hall operators – 18
Year Open / Due – 2012
www.mathallen.no

UK

ALTRINCHAM MARKET HOUSE

Altrincham
Total size of the scheme (sq. m) – 400
No. of Food Hall operators – 9
Year Open / Due – 2014
www.altrinchammarket.co.uk

MERCATO METROPOLITANO

London
Total size of the scheme (sq. m) – 4,180
Year Open / Due – 2017
www.mercatometropolitano.co.uk

PERGOLA ON THE ROOF - PADDINGTON

London
Total size of the scheme (sq. m) – 1,672
No. of Food Hall operators – 5
Year Open / Due – 2017

PERGOLA ON THE ROOF - WHITE CITY

London
Total size of the scheme (sq. m) – 1,208
No. of Food Hall operators – 4
Year Open / Due – 2016
www.pergolaontheroof.com

PERGOLA ON THE ROOF - HAMMERSMITH

London
No. of Food Hall operators – 6

PERGOLA ON THE ROOF - EARLS COURT

London
Total size of the scheme (sq. m) – 1,301
No. of Food Hall operators – 4

OLD SPITALFIELDS

London
No. of Food Hall operators – 12

POP BRIXTON

London
www.popbrixton.org

BOXPARK

London- Shoreditch
No. of Food Hall operators – 31
Year Open / Due – 2011
www.boxpark.co.uk/shoreditch

BOXPARK

London - Croydon
No. of Food Hall operators – 36
Year Open / Due – 2016
www.boxpark.co.uk/croydon

BOXPARK

London - Wembley
Total size of the scheme (sq. m) – 2,137
Year Open / Due – Q3/4 2018
www.boxpark.co.uk/wembley

STREET FEAST - HAWKER HOUSE

London - Canada Water
No. of Food Hall operators – 19

STREET FEAST - DALSTON

London - Dalston

STREET FEAST - DINERAMA

London - Shoreditch
No. of Food Hall operators – 16

STREET FEAST - GIANT ROBOT

London - Canary Wharf
No. of Food Hall operators – 7

STREET FEAST - MODEL MARKET

London - Lewisham
No. of Food Hall operators – 47

JAPAN CENTRE

London - Panton Street
www.japancentre.com

JAPAN CENTRE

London - Westfield
www.japancentre.com

BRIXTON VILLAGE

London - Brixton
www.brixtonmarket.net

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