FOOD COURT
Practical case study from SC NOVÝ SMÍCHOV

17th September 2013
Prague, Czech Republic
1. **Introduction - classical scheme = food court**
   - FC - examples from International SC
   - FC - examples from the Czech Republic

2. **SC Nový Smíchov**
   - Information about Nový Smíchov
   - F&B in different locations
   - Food court vs. Restaurant area

3. **Conclusion**
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3. Conclusion
Food court
Examples from International SC

Mirdif City Centre
Dubai, United Arab Emirates
Introduction - classical scheme

Food court
Examples from International SC

Dubai Mall
Dubai, United Arab Emirates
Food court
Examples from
International SC

Westfield
London, United Kingdom
Food court
Examples from International SC

Siddique centre
Pakistan
Food court
Examples from Klépierre’s SC

Le Millénaire
Shopping Centre

Aubervilliers, France, 2011
Food court
Examples from Klépierre’s SC
St. Lazare Shopping Centre
Paris, France, 2012
Food court
Examples from Klépierre´s SC
Val d’Europe Shopping Centre
Paris, France, 2000
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3. Conclusion
Food court
HISTORICAL example from the Czech Republic
### Food court
Examples from Czech Republic SC

<table>
<thead>
<tr>
<th>Location</th>
<th>NB of units</th>
<th>NB of restaurants</th>
<th>% FC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Černý Most</td>
<td>185</td>
<td>17</td>
<td>9,1%</td>
</tr>
<tr>
<td>Chodov</td>
<td>210</td>
<td>22</td>
<td>10,4%</td>
</tr>
<tr>
<td>Letňany</td>
<td>191</td>
<td>18</td>
<td>9,4%</td>
</tr>
<tr>
<td>Nové Butovice</td>
<td>85</td>
<td>15</td>
<td>17,6%</td>
</tr>
<tr>
<td>Palladium</td>
<td>183</td>
<td>22</td>
<td>12,2%</td>
</tr>
</tbody>
</table>

Source: web sites of respective SC
Food court
Examples from Czech Republic

SC Černý Most

• Separated zones
• Last opening in Prague: 2013
Food court
Examples from CR

SC Chodov

• One of the best architectural realizations
Food court
Examples from Czech Republic

SC Letňany

• One of first FC
Food court
Examples from Czech Republic

SC Nové Butovice
• Refurbished FC
Introduction - classical scheme

Food court
Examples from Czech Republic

Palladium
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Infomation about Nový Smíchov

- Opened in September 2010
- GLA Mall 38 379 sqm
- Hypermarket Carrefour/Tesco 18 000 sqm
- Main tenants:
  - Cinema City
  - Marks&Spencer
  - Datart
  - H&M
  - Zara
  - Hervis
  - Holmes Place
  - C&A
- Management: Klépierre Management CZ
SC Nový Smíchov

Information about Nový Smíchov

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NB of <strong>units</strong></td>
<td>160</td>
</tr>
<tr>
<td>NB of <strong>restaurants</strong></td>
<td>25</td>
</tr>
<tr>
<td>% <strong>FC</strong></td>
<td><strong>15.62%</strong></td>
</tr>
</tbody>
</table>
SC Nový Smíchov

B&F turn over evolution

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Mall (€)</th>
<th>Total B&amp;F (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>148,586</td>
<td>12,801</td>
</tr>
<tr>
<td>2011</td>
<td>129,131</td>
<td>12,540</td>
</tr>
<tr>
<td>2012</td>
<td>143,361</td>
<td>14,022</td>
</tr>
<tr>
<td>2013</td>
<td>147,335</td>
<td>14,507</td>
</tr>
</tbody>
</table>

% Total B&F

<table>
<thead>
<tr>
<th>Year</th>
<th>% Total B&amp;F</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>8.6%</td>
</tr>
<tr>
<td>2011</td>
<td>9.7%</td>
</tr>
<tr>
<td>2012</td>
<td>9.8%</td>
</tr>
<tr>
<td>2013</td>
<td>9.8%</td>
</tr>
</tbody>
</table>
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2. Conclusion
F&B in different locations

- Restaurant area
- Cafe
- Bakery
- Offers in other retail stores
- Short-term lease
- Original places
Restaurant area

- 2nd floor
Cafes & Fresh bars

1st floor

- Coffee Day

Ground floor

- Costa Coffee
- Brioche Doreé
- Café Nescafé
- Frutisimo
Bakeries

Ground floor

- Marks & Spencer
- Markol
- Brioche Doreé
Offers in other retail stores

2nd floor

• Sport & Fun City
• Cinema City
• Equinox Bowling Centre
• Holmes Place

Ground floor

• Marks & Spencer
Short-term lease examples

- Mojito Bar
- Smoothies and donuts bar
- French market
- Christmas sweets
- Christmas charity market
SC Nový Smíchov - F&B in different locations

Original places

- Restaurant on the roof of the shopping center
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3. Conclusion
Food court vs. Restaurant area

- Tenant mix – the most important factor of success
Food court vs. Restaurant area

- Main Brands
- Larger restaurants
- International cuisine
- Special concepts
- Fast Foods
- Restaurants
SC NS - Food court vs. Restaurant area

Main Brands

- McDONALD’S
- KFC
Larger restaurants

*over 350m²*

- Český svět
- Bistro Panda
- Makakiko Running Sushi
International cuisine

- Old Athens
- Pizzeria Il Pomodoro
- Creperie
- Safir
Special concepts

- Cactus (Mixed cuisine)
- Mangaloo (Open kitchen)
- Loving Hat (Vegans)
- Sbaro
### Fast Foods
- McDONALD’S
- KFC
- Bistro Panda
- Cactus
- Gyros-Gr. Com
- Loving Hut

### Restaurant
- Old Athens
- Pizzeria Il Pomodoro
- Creperie
- Casa Argentina
- Český svět
- Makakiko Running Sushi

...must be balanced
Food court

- Planned during refurbished
- Project in 2009
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3. **Conclusion**
Based on Research done by Ipsos Tambor in 2010 costumers of Nový Smíchov prefer restaurant area of separated restaurants with independent seats space.

*It is why Nový Smíchov is one of few Shopping Mall without food court concept.*

In the future, may be ….
Conclusion

Thank you for your attention

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