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Press Release

Food Fyrtel - Apsys Polska's first food hall now open

Food Fyrtel, which opened on 18 November, is the first food hall created by Apsys Polska, a developer and manager of shopping centres. The first year-round food concept of its kind in the Wielkopolska region is not only a completely new experience for the residents of Poznań and the region, but also an important step in the company's development and the implementation of its strategic goals.

The company chose its own investment, Posnania, the largest regional centre in Wielkopolska, as the location for the debut of the new concept. However, unlike traditional food courts, which are an integral part of shopping centres, Food Fyrtel operates as a completely independent venue. It is remarkable not only for its individual style and character, manifested in its interior design and distinctive urban architectural details, but also for its independent infrastructure, which allows it to operate outside the gallery's opening hours. Food Fyrtel is a vibrant community centre offering original dining experiences designed to encourage the discovery of new flavours, celebrate food culture, provide great entertainment and integrate the local community.

The character of the new investment is fully reflected in its name - a food hall concept that is gaining in popularity but is firmly rooted in local reality: *fyrtel* in the Poznań dialect means a part of the city, a district, a close neighbourhood. As a result, Food Fyrtel's offer is dominated by local food initiatives that have grown out of the street food and food truck culture, which are unfolding in a new, year-round, on-site formula in the space of Poznan's first food hall.

- The opening of Food Fyrtel is an extremely important step in the development of Apsys, in line with the company's philosophy. Our aim is to change cities for the better and improve the lives of their inhabitants. We see each investment as a commitment to the cities and communities for which we want to provide new opportunities for development, in line with their needs and unique character. The first Apsys Food Hall, an original and groundbreaking space in the Wielkopolska market for dining, meeting and quality entertainment, and at the same time a space for local entrepreneurs to thrive, lives up to these ambitions" says **Benoit Charles, CEO of Apsys Polska.**

A global concept with a local twist

Food halls are becoming increasingly popular around the world. They create places for meeting and socialising based on a shared dining experience. These modern venues, often integrated into historic urban spaces, are united by a concept rooted in the street food tradition and inspired by popular food truck rallies, bringing together cuisines from around the world under one roof. Unlike open-air concepts, the Food Halls are not limited by seasonality - customers

can enjoy not only a wide range of food, but also a year-round entertainment programme, from concerts to stand-up and dance parties.

The Poznań Food Hall is a perfect example of the best food hall models. A space of almost 2,000 square metres has been turned over to 18 different concepts, including respected brands with local roots and those present in operating food halls in Poland. These include Hana Sushi with Asian cuisine, Curry Leaves, DimSum & Ramen, Nai Thai, Red Paprika with Spanish tapas, Kozaczok with Ukrainian cuisine, Poznań's iconic bistro Petit Paris with French pastries and delicacies, Dziewczyny i Słodczyce with original sweet pastries, Szymon "Isamu" Kasprzyk's burger concept - Giga Buła, Adam z Serem - Poznań's favourite toasties, Kura Warzyw with its own kebabs, The Fry with French fries and churros made according to a unique recipe, and Willisich, a Wągrowiec-based ice cream parlour with almost 40 years of tradition. Cocktails and drinks in the party area are served until late at night by the Hashtag Bar.

Diversity and local colour at the heart of the lease strategy

During the summer months, Food Fyrtel's extensive offer will be expanded with new seasonal concepts such as food trucks and gastronomic pop-ups - temporary food islands. Customers get an even greater variety of tastes and experiences, while local entrepreneurs get an additional boost to their business.

- "In a food hall concept, variety is the greatest strength - the more diverse the offering, the more flavours, the more unique experiences, the more interesting ambience and the greater customer interest. That is why we wanted to invite entrepreneurs who are passionate and committed to creating original, often niche food concepts and ensuring the highest quality to co-create the Food Fyrtel. We have been able to realise our vision of our first food hall as a unique place on the map of the region thanks to a clear and consistent leasing strategy, as well as openness in negotiations and an individual approach to each tenant. The formula for this type of catering space offers owners of local, artisanal businesses the opportunity to rent space without having to commit large amounts of capital. For them, the Food Hall is a relatively low-risk investment - the initial cost of launching a new catering service here is much lower than opening their own shop or restaurant. It is a great solution for entrepreneurs who want to take their often seasonal business to the next level and reach a wide and very attractive group of customers from all over the region, including visitors to Posnania. We are delighted to have attracted such tenants to Food Fyrtel" says Elżbieta Rek, Portfolio Leasing Director at Apsys.

Appetite for more

Creating a fully-fledged, separate food hall in the space of a functioning shopping mall was a major design and technical challenge. In order for Posnania and the Food Fyrtel to function harmoniously, it was necessary to create separate ventilation systems according to the individual needs of each tenant, to ensure appropriate power parameters for this part of the building and to define new communication routes.

- *“Working on this project and adapting the existing technical solutions while ensuring the smooth operation of Posnania, which is visited by tens of thousands of customers every day, was a major challenge. We managed to do this without a hitch, although, as is always the case with such complex projects, there were a few surprises along the way. Thanks to the cooperation and involvement of many departments - development, operations and leasing - and the entire, irreplaceable Posnania team, we have succeeded in creating a place that is an important benchmark for the entire market. It is a very uplifting experience and we already know that Food Fyrtel in Poznań is not our last food hall project. Modern multifunctional projects and catering concepts have huge potential - the success of Food Fyrtel whets our appetite for more of this type of original venture”* **concludes Cyril Plumecoq - Operation Department Director.**

APSYS is one of the leading commercial property operators in Poland and France. The company is active in the retail property sector, mixed-use projects, residential investments and office space management. The company was established in 1996 and acts as an investor, developer, leasing agent, project manager and property manager.

Apsys has always been a company with the vision and ambition to deliver unique projects, creating iconic and significant places that become an integral part of the urban fabric. From 2022, the company's activities will be guided by the slogan 'Together, a new city is possible'. Apsys aims to harness the potential of cities in an even stronger and more responsible way, influencing their transformation by addressing environmental needs, stimulating social and economic growth, and creating a comfortable environment for all people through a collaborative dialogue with stakeholders. The company's strategic goal is to change cities for the better, creating exceptional places that make life better for everyone.

Thanks to our many years of experience and expertise, all our activities are tailored to the needs of our clients, regardless of the size or location of the individual properties. The company's largest investments include Manufaktura in Łódź and Posnania in Poznań. APSYS Poland currently manages over 1,000,000 sqm. GLA in 23 retail properties in 18 major cities. Apsys also manages a residential investment

- Solea Mieszkania przy Wyścigach in the Mokotów district of Warsaw.