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Press release

Culinary destinations are entering the mainstream of the commercial real estate market

Apsys, which is developing a portfolio of culinary and entertainment concepts in parallel in Poland and France, will open its newest project this summer – the revitalized Hala Targowa in Gdańsk. The Group already has proven formats to its name, including Food Fyrtel in Poznań, running for more than three years, and Boom Boom Villette in Paris.

Changing lifestyles are today one of the strongest drivers behind the development of gastronomic formats. Market research shows that more than 30% of Poles eat out at least once a month. The dynamics of this trend are well illustrated by CBOS data. The share of Poles who went out to a restaurant with family or friends at least once a year reached a record 80% in 2025, up 4 percentage points compared with 2023 – four times higher than 30 years ago, when a similar declaration was made by only one in five Poles (20% in 1994). Newly emerging culinary and entertainment spaces are a natural response to changing consumer habits, offering the opportunity to spend time with family and friends around a shared table, combined with entertainment and a rich programme of events.

One idea, many forms

For 30 years, Apsys has been delivering projects that combine business ambition with responsibility for co-creating cities. One area in which the Group consistently builds its expertise is creating and managing attractive gastronomic-entertainment spaces. These take various forms: as standalone destinations – Hala Targowa in Gdańsk; as concepts operating within a larger complex – Food Fyrtel in Poznań; or as a comprehensive culinary offer such as Manufaktura's, where visitors can choose between a modern food court and more than 30 outlets offering diverse gastronomic options on Rynek Manufaktury – two segments with different characters, aimed at different customer groups and meeting different needs. Another example is the Boom Boom Villette project in Paris – the first food-and-leisure concept of its kind in France, where food is only one of many reasons for both first and repeat visits. On 25,000 sqm within the Cité des Sciences et de l'Industrie complex in Parc de la Villette, a standalone destination has been created that combines a food market with an extensive entertainment zone – a cinema, an indoor skydiving tunnel, an escape-room hall, and a bowling alley.

What all these destinations have in common is a combination of gastronomy, culture and entertainment that provides visitors with unique experiences – and the conviction that the best places in a city are those where you can eat, meet people, and stay longer.

A destination at the heart of Gdańsk

The flagship example of Apsys's approach in Poland is the revitalization of the historic Hala Targowa, dating from 1896. Worth PLN 141 million, the investment at the heart of Gdańsk's Main City will be both a place for Gdańsk residents' everyday meetings and for holiday visits by the many tourists who visit the city. The concept of the building is built around the idea of "All around food" and refers back to what has been the essence of this place from the very beginning – food, trade and meetings. Each of the

historic building's three levels has its own character. Level -1 is a space for trading in deli products and fresh food. The ground floor has been dedicated to a street-food zone with 17 culinary concepts representing cuisines from around the world, while level +1 houses table-service restaurants. The offering is complemented by 3 bars. In total, the building will house 34 retail and gastronomic outlets. Trade and cuisine are not the Hall's only functions. Two stages – a main one on the ground floor and an intimate one on level -1 – will host numerous cultural and entertainment events. A natural extension of the vibrant Hall will be the surrounding area, with two squares. Plac Dominikański will be a place for Gdańsk residents' everyday affairs and for visiting tourists – with a specially designed area for young children, space for seasonal food trucks, and an additional stage. From the north side of the Hall, a fruit-and-vegetable market with fresh produce will be created.

We have always cared about guests wanting to return to the places we create. We observe that today people increasingly return to places where they can spend quality time with those closest to them. Gastronomy and entertainment are the fastest-growing categories in the properties we manage. We treat culinary-entertainment destinations even more broadly – as new centres of urban life. These are places where food becomes a pretext for building relationships, discovering local culture, and spending time together. Hala Targowa in Gdańsk perfectly reflects this idea. It combines an exceptional gastronomic offer with the history, culture and identity of a place that has been an important part of Gdańsk residents' lives for more than a hundred years – **Benoit Charles, CEO, Apsys Polska**

The project, carried out under the supervision of the heritage conservator, reconciled the protection of the historic building with its thorough modernization and adaptation to contemporary standards, including the rigorous requirements of the gastronomic sector. The revitalization created an entirely new interior arrangement. Relics of a 12th-century Romanesque church were exposed, historic retail kiosks were recreated in their original locations, the steel structure was restored, and brick pillars and fragments of the historic floor were uncovered and exposed. Numerous details, from hand-made and hand-painted tiles to countertops made from recycled materials with amber fragments embedded in them, reference Gdańsk's traditions. Individual interior elements are not accidental decoration, but a conscious reference to the history of the place. For the Hall's creators, that history became not only a point of reference, but also a source of inspiration for new solutions. The history of the place is further brought to life through a museum exhibition of artifacts related to food and an interactive educational-historical panel presenting the history of this part of the city in a modern way. The Hall's contemporary dimension is underscored by modern solutions: an app enabling orders from multiple outlets at once, video-mapping shows telling the story of the place in a unique way, and a souvenir vending machine with dedicated gifts. Thanks to this, the Hall combines the authenticity of a historic place with modern technologies that facilitate and enrich visitors' experiences.

Numbers that speak for themselves

The business potential of well-designed and well-managed gastronomic-entertainment formats is best illustrated by the results of Food Fyrtel, which on one hand functions independently as a separate brand and urban destination, and on the other is part of Posnania, strengthening customer loyalty there. On roughly 1,800 sqm, a bar and 17 gastronomic concepts operate – from street food to table-service restaurants – together offering around 500 seats. Food Fyrtel also has its own stage with a recurring weekly programme of attractions such as live music, open-air cinema, children's theatre, and larger seasonal events.

Food Fyrtel, opened at the end of 2022, is today a mature concept that has evolved over recent years. Data from 2023–2025 shows a clear shift in visitor patterns – customers who initially visited Food Fyrtel occasionally are increasingly returning regularly, becoming its regulars. For us, this is proof of a successful conversion of one-off interest into real footfall and of building a lasting relationship with the customer. It is also an example of the successful transformation of a poorly-performing zone into a modern, previously unmatched gastronomic-lifestyle space – **Małgorzata Bączkiewicz, Food Hall Manager, Apsys Polska**

A format with a future

The growing importance of gastronomic destinations in cities is not a passing trend but a lasting shift in consumer expectations regarding public spaces. As in Western Europe, Poles are increasingly spending time away from home, although the gap to Western European consumption patterns remains sizeable. The development of gastronomic-entertainment destinations in Apsys's portfolio is a consequence of an approach that has guided the company for three decades. Every project brings forgotten places, and often entire quarters, back to life, returning them to cities and local communities in a form tailored to their real needs.

Every new project – whether the expansion of an existing destination or a new development – is never, for us, a matter of replicating a proven formula we have used before, but is instead each time an individual response to the character of a place and the needs of its surroundings – **Benoit Charles**

Apsys Polska has been active on the market since 1996 as an investor, developer and manager of commercial real estate, and also provides advisory services and expert support for solutions in urban spaces.

For 30 years, the company has been delivering projects that co-create modern urban spaces, drawing on extensive market experience at every stage of a project's creation and operation – from concept and financing, through execution, to active management and the growth of property value. Apsys's portfolio includes retail properties, mixed-use projects, residential investments and revitalization ventures, in which quality, functionality, accessibility and long-term value for the surrounding area are of key importance. All investments are created with care for users' everyday experience, social relationships, and their harmonious integration into the urban fabric.

Apsys's flagship projects in Poland include, among others, Manufaktura in Łódź, Posnania in Poznań, the proprietary food-hall concept Food Fyrtel, and the company's first residential investment – Solea, Mieszkania przy Wyścigach in Warsaw. The company is currently carrying out further development projects, including the revitalization of the Hala Targowa (Market Hall) in Gdańsk and the residential projects Nowa Stawowa and Ogrody Staromiejskie in Wrocław. It is also a co-investor in the Wilanów Park project in Warsaw.

Apsys Polska manages nearly 700,000 sqm of leasable space in retail properties located in more than a dozen cities across the country, remaining one of the largest players on the Polish real estate market.

In 2026, Apsys is celebrating its 30th anniversary – a jubilee that underscores the company's long-term approach and its ambition to create places that genuinely transform cities.

More information: www.apsys.pl