



Press Release

Kickoff for ECE's showcase project:

New food and entertainment area “Foodtopia” opens at MyZeil in Frankfurt today

Frankfurt / Hamburg, April 11, 2019 – The newly developed food and entertainment area “Foodtopia” at MyZeil in Frankfurt will open its doors to customers for the first time today. The unique concept which has been planned and realized by shopping center expert ECE takes up operations about one year after construction began. Foodtopia, located on the fourth floor of MyZeil, features a unique food and entertainment offer with a variety of modern premium food concepts and a special architecture with an urban flair, attractive design, and the vibrant atmosphere of a market hall. Outdoor terraces with a view on the skyline of Frankfurt, an event space, and a premium movie theater round off the offering. In the first step, Foodtopia will open with nine new foodservice concepts; the others will follow gradually until its grand opening in late summer. “Foodtopia” is fully leased.

“Foodtopia at MyZeil is a completely new concept which is unique in design and quality,” said Eric Friedlein, ECE Managing Director Leasing. “We are especially pleased that we were able to convince not only the tenants but also the owners of the center with our concept. The project is also an example how we can take a center to the next level in a spectacular and successful way. Now we want to enthuse the customers of MyZeil with our idea.”

Innovative concepts with fresh, modern cuisine

The following concepts will premiere at “Foodtopia” today: *Poké You*, the Hawaiian-style bowl concept by two-star chef Karlheinz Hauser and his son Tom, who will operate their first store in a shopping center, the US-Mexican barbecue restaurant *Chipotle*, *Starbuck's* which operates a special coffee-house concept, the fresh food and salad store *dean&david*, *Pommesfreunde*, the Asian-style Wok&Bowls concept *coa*, the modern Indian street-food quick restaurant *eatDOORI Deli* from Frankfurt, the local salad and wrap specialist *Heidi und Paul*, both have opened their first outlets in a shopping center, and *Eis Manufaktur* which offers fresh ice cream creations which are produced on site.

Until its grand opening in late summer, “Foodtopia” will also feature the new *Astor Film Lounge* movie theater with five screens and more than 400 seats, the French cuisine-inspired patisserie-brasserie concept *La Maison du Pain*, the restaurant

and bar concept *Alex*, the premium Mediterranean food concept *Big Chefs* with its first restaurant in Western Europe, *Sander*, the first shopping-center outlet of the renowned Sander Catering Group with an innovative all-day restaurant. Another new concept will be “Enoteca Vespaiole” and Italian-style bar and restaurant from Frankfurt-based trend restaurateurs Goran Petreski and Ante Grcic who already operate “VAIVAI” and “Blaues Wasser” in the city.

“Foodtopia is a new hotspot in downtown Frankfurt. It will be the jewel of the crown for the refurbished MyZeil,” says Center Manager Marcus Schwartz. “Our customers will find the largest foodservice offer in the city center right here – something for every taste and for any time of day. Together with the Astor movie theater and 100 shops we offer true shoptainment, the combination of shopping, fun, and indulgence.”

“Foodtopia” is one of two major elements of the extensive modernization and repositioning of MyZeil as a modern shopping, lifestyle and entertainment complex. In the scope of this major project, ECE has given floors of the center a more comfortable and inviting design and has enhanced the tenant mix. By launching the extensive repositioning with an overall investment in the tens of millions, ECE and the owners of the MyZeil extend the offerings at MyZeil and prepare the center for the future. Especially the upper floors are intended to be revived even more through the renovation and through “Foodtopia”. Already today, 15 million people come to MyZeil every year.

About ECE

ECE develops and operates shopping centers and also implements large-scale real estate projects, including corporate headquarters, office towers, industrial buildings, logistics and transportation facilities, hotels, and city districts. The company oversees around 33 billion euros in assets under management and is the European shopping center market leader with around 195 shopping centers under management (over 50 of which under the management of MEC METRO-ECE Centermanagement GmbH & Co. KG) and activities in eleven countries. Every day approximately 4.2 million customers visit ECE centers which accommodate about 19,500 retail tenants on a total sales area of about 7 million square meters, generating annual sales of around 23 billion euros. Through continuous modernization projects, innovative service and F&B offerings, attractive mall designs, and customer-friendly digitalization projects, ECE continually develops its centers, keeping them suitable for the future.

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