

# MAPIC FOOD & BEVERAGE TAKEAWAYS

Written by Stephane Keulian

On 23<sup>rd</sup> and 24<sup>th</sup> May, the first edition of MAPIC F&B brought together food concepts, experts, retail developers and investors in Milan, to discuss business opportunities and to share data about how food and beverage is reshaping the whole retail industry.



MAPIC Food & Beverage – exhibition area



Meet Food service players



Tasting area

- Over the course of two days, visitors had the chance to discover new food concepts looking to expand their networks globally. Italian brands, such as Spontini, Mama Burger, Illy, Caffe Pascucci, Bottega Portici and We Love Puro are actively seeking new partners to grow their business outside their home country, capitalising on the

amazing popularity of Italian gastronomy and the scalability of their concepts. Food concepts from the UK such as Las Iguanas and Heavenly Deserts were also pitching investors and developers to promote their brands as potential new retail developments across the globe.



Illy Caffe



Las Iguanas

Discover the **36 F&B** concepts!



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- The conference and event programme made it also clear that everywhere in the Western world and Asia, shoppers increasingly consider F&B as a major criterion to visit a mall. At a time when a torrent of new technologies is hitting retail, there is a new paradigm that says that “Good retail places bring people together, outstanding food places bring people back.”
- Mall developers, F&B consultants and food operators are clearly sharing the view that shopping centres are not primarily about shopping anymore, but about communities coming together. As a consequence, developers and landlords are now eager to attract restaurant operators to cater to the Millennials’ needs, who in particular value food and hospitality experiences.

As a consequence, whereas food and beverage concepts have long been seen as a ‘necessary evil’ by landlords, there is a growing willingness among landlords to offer long, rent-free periods in order to attract dynamic food concepts to become new anchors for shopping malls.

- Property companies are making substantial financial efforts to integrate food concepts into vibrant retail spaces to generate footfall and drive higher revenues. As food has become a leisure activity built on pleasure, food venues are now designed to bring emotion through variety and quality. Food courts, in-line spaces, pod sites and event areas are there to immerse the local communities in a vibrant atmosphere. The move from transaction to emotion is driving the whole industry nowadays.

**FOOD AS A KEY DRIVER: HOW TO USE FOOD TO INCREASE TRAFFIC & REVENUES IN SHOPPING DESTINATIONS?**

**Jonathan Doughty (ECE), Sam Sethi (INSITE FOOD), Joel Silverstein (EAST WEST HOSPITALITY GROUP), Jakob Bilik (AMREST), Simon Stenning (MCA)**



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- Currently, some cultural and business differences exist between the US and Asia when it comes to the design of food places in retail venues. In the US, developers are commonly more defensive. They have a tendency to replicate strategies that prove to be relevant and successful elsewhere in the country, whereas Asian developers are always on a quest for the new and unique.
- MAPIC F&B also featured food halls in the conference programme, as they appear to be one of the hottest ideas of the 21st century in the retail and hospitality industry. In many ways, they now are the representation of where the restaurant industry, as a whole, is going: local, boutique and Instagrammable. Food halls are not just upgraded food courts, but spaces that offer products made by local artisans, food-oriented boutiques, butcher shops and, usually, interactive elements such as entertainment offerings and educational classes.

**MAPIC F&B SPECIAL ANNOUNCEMENT! FOOD HALLS: THE NEW FLAGSHIP RETAIL MODEL?**

**mapic FOOD & BEVERAGE**  
**MILAN, 23-24 MAY 2018**

**15.45-17.00**  
**FOOD HALLS: THE NEW FLAGSHIP RETAIL MODEL?**

**Moderator**  
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**Didier Souillat**  
 CEO  
 TIME OUT MARKET

**Stephane Keulian (STEPHANEKEULIAN.COM), Amedeo Claris (MERCATO METROPOLITANO), Jonathan Downey (LONDON UNION), Didier Souillat (TIME OUT MARKET)**

World leading iconic food halls such as London Union, Mercato Metropolitano and Time Out Market shared their experience and insight about how food halls are a relevant model to bring people together and to generate memorable emotions and experience.

No surprise then to note that food halls are now spreading at an impressive pace in the US and Europe as they are viewed as a turnkey solution

to the growing issue of the empty retail units that have hit the retail industry. Successful food halls are, above all, the right and carefully balanced combination between food concepts, space, location and operational expertise. Short-term leasing contracts (typically a year or less) are also crucial to keep things fresh and bring in hot new operators to replace tired brands.

### FICO EATALY WORLD - THE LARGEST AGRI-FOOD PARK IN THE WORLD, IN BOLOGNA



BLOG

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- When it comes to the design of a food court or food hall, a scientific approach to forecast volumes, determine the part of the GLA dedicated to food and beverage and the strategy for food and entertainment are the key factors for success in the long run.
- F&B consultants emphasized the importance of “the evening economy”. They stressed that the question of whether people would enjoy eating out at night in a food court should be addressed at the early stage of any new, ambitious programme to build its business model and the line-up of food concepts to bring together.



- Food and technology are also a good combination to enhance the customer experience. Gen Z customers are likely to react positively to tech innovations that makes service better. Since there is

a 'socialising competition' between food and pure leisure activities (cinema, trampoline park, escape games, etc), technology can effectively help food venues to engage with a younger demographic.

**FOODTECH: HOW FOOD PLAYERS & SHOPPING MALLS USE DIGITAL SOLUTIONS TO ENHANCE THE CUSTOMER EXPERIENCE?**



Jérémy Cazalas (AWADAC), Ghislain Rouëssé (BILLEE)

- Food innovation will also go further in the years to come. DNA dining is a trend that should be looked at carefully since it will allow customers to choose

the best food options according to their body make-up and physical health or the health goals they want to achieve.

**See you next year in Milan on 8-9 May!**

**and remember to stop by  
at MAPIC Cannes (14-16 November 2018, France),  
the leading international retail real estate event!**



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