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Herman Ze German opens in Grand Central

Herman Ze German, the popular German eatery, has opened its first UK venue outside of London with Hammerson at Birmingham's Grand Central. The 700 sq ft restaurant offers the brand's signature currywurst and schnitzel, paired with a variety of traditional German beers, including Fruh, Kolsch, Erdinger and Schneiderweisse. Catering to 42 covers, the restaurant features a clean, bright, and open design concept created by Berlin-based designer, Lena Kramer.

Grand Central is part of the Bullring Estate, Birmingham's iconic shopping destination that comprises Bullring, Grand Central, and Link Street.

Iain Mitchell, UK Commercial Director at Hammerson, said: *"We've welcomed a number of really exciting new dining concepts to Grand Central over the last few months, and Herman Ze German is another great addition. The brand's decision to open its first restaurant outside of London at Grand Central is testament to the centre's position as one of the leading retail and leisure destinations in the country."*

Azadeh Falakshahi and Florian Frey, co-founders of Herman Ze German added: *"We were initially attracted to Grand Central's unique position as one of the UK's best travel retail destinations, a reputation it has certainly lived up to. Birmingham is a successful and exciting city and we already feel right at home amongst the line-up of fantastic casual dining operators."*

Other recent openings at Grand Central include one of Edinburgh's favourite pizza brands, @pizza, which has opened its first restaurant in England at the flagship destination. The 2,000 sq ft restaurant has space for 60 covers and features an open kitchen and counter service, where

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customers can choose from a total of 64,000 possible topping combinations and watch their pizza being cooked in front of their eyes.

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Notes to Editors

Hammerson

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 31st Dec 2018, our portfolio of high-quality venues had a value of £9.9 billion and includes 21 flagship destinations, 13 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include, Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000 brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland