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Bullring hooks UK debut for fish and seafood specialists North Fish

Hammerson has announced that the Norwegian inspired fish and seafood specialists North Fish is to open its first UK restaurant in its flagship destination Bullring, in Birmingham, early next year.

The Bullring restaurant will be the brand's first outside of Poland, as it embarks on an international expansion. The menu will consist of a range of fish and seafood dishes, all of which will be prepared with fresh and prime quality ingredients from the brand's proven suppliers. The 1,500 sq ft unit at Bullring, opposite Café Rouge on St Martin's Walk, was designed in-house, and will cater for up to 54 covers.

The brand is a subsidiary of North Food, and is based in Poland where it operates 47 restaurants in the nation's most popular shopping centres. It is the market leading fish and seafood chain in the country.

Iain Mitchell, UK Commercial Director at Hammerson, said: *“North Fish is yet another example of a leading global brand choosing one of our flagship destinations to help them jump-start their international expansion. It is testament to the strength and popularity of Bullring that the brand has chosen to open its first site in the UK in the destination. Across our portfolio, we’re focusing on F&B brands that can offer something new and fresh for our customers, and North Fish really epitomises*

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that strategy in action. I'm sure it will be a great addition to the broader line-up at Bullring & Grand Central”.

Szymon Adamczuk, Group CEO at North Food, added: “The launch of our business in the UK is something we have worked hard to achieve for a long time – choosing the right place to kick-start our expansion here was crucial, and we are delighted to be joining the line-up at Bullring. Birmingham is a buzzing and vibrant city with rich culture, and Bullring sits at the heart of it. We are very excited to welcome the first customers in our restaurant very soon.”

A number of leading brands have opened in Bullring & Grand Central this year, including LEGO, Levi's, and Slim Chickens.

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Notes to Editors

Hammerson

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Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 30th June 2019, our portfolio of high-quality venues had a value of £9.5 billion and includes 21 flagship destinations, 12 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.