



IT'S YOUR  
SESSION!



Crowd-Sourced

# Creating Healthy Places: Food and Beverage Experiences in Retail Real Estate

MEET

THE

TEAM

!

PETER HOLLAND



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# Creating Healthy Places: Food and Beverage Experiences in Retail Real Estate

Customer and retail trends are evolving at a rapid pace and now, more than ever, people are looking for opportunities to reconnect within their local community. Today we will look at opportunities that encourage healthy community interactions through built form, by delivering innovative food retailing within retail real estate and provide sustainable investment metrics for this asset class.



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# PRESENTATION OVERVIEW

## PART ONE

The evolution of retail + why customers want

to connect with the community

The role of food retailing to deliver healthy

outcomes

What are innovative food retail experiences

+ emerging trends



## PART TWO

Jamie's Ministry of Food research findings

A framework for creating healthy food retail

experiences

Investment metrics – how do healthy places

improve retail asset performance?



## PART THREE

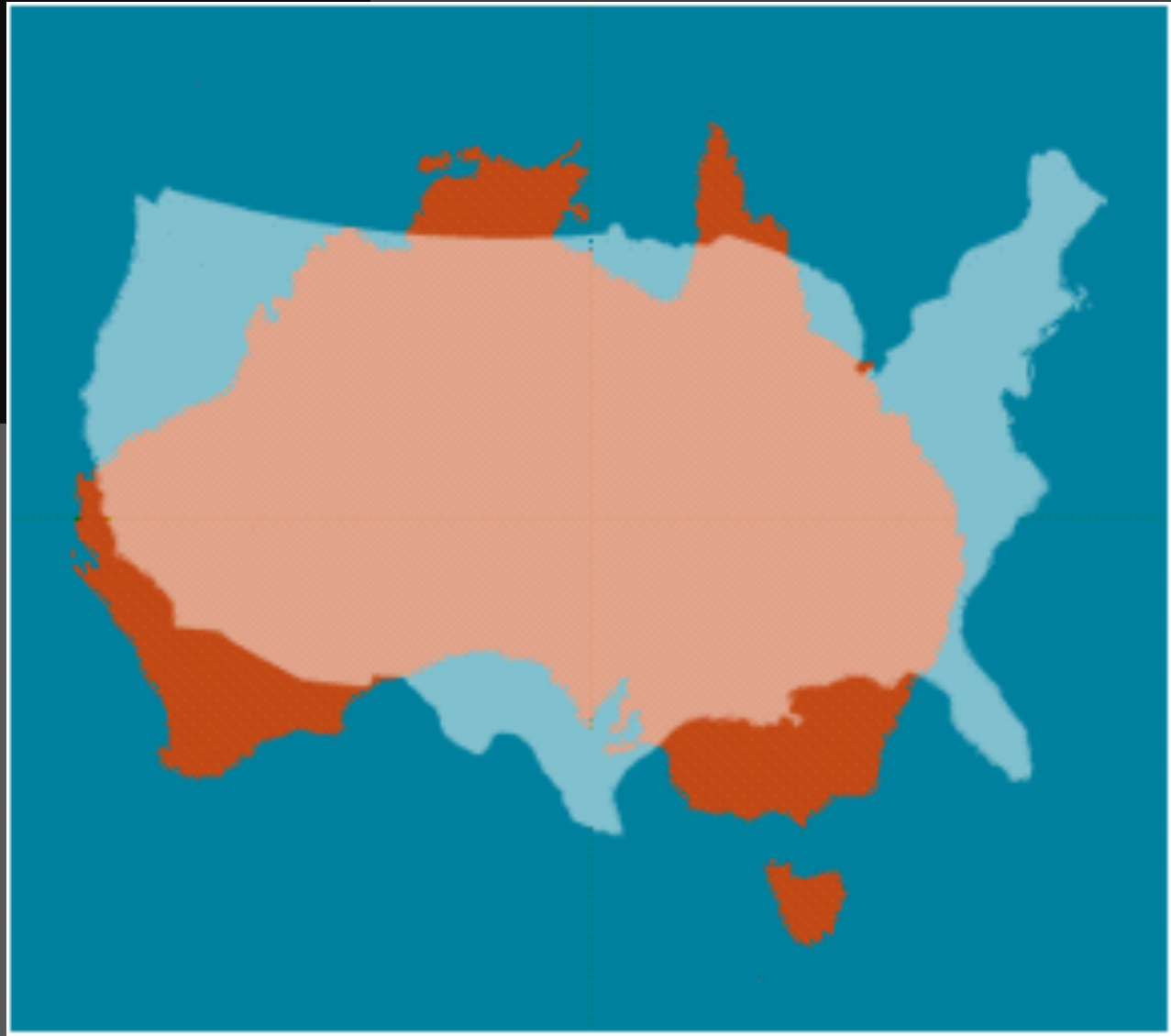
Coffee culture – Melbourne, Australia to NYC

Tenant and business owner perspective  
NYC take on the trends and how they are unfolding on the ground – its all about healthy food & beverage!



# PRESENTATION CONTEXT: UNITED STATES + AUSTRALIA

Population  
Comparison:  
USA:  
316.1 million  
Australia:  
23.1 million



# PART ONE

CAITLIN SANDFORD



Development Manager – Stockland





# STOCKLAND CONTEXT



MARK STEINERT - MANAGING DIRECTOR & CEO, STOCKLAND

Stockland was founded in 1952 with a vision to “*not merely achieve growth and profits but to make a worthwhile contribution to the development of our cities and great country.*”

We have a long and proud history of creating places that meet the needs of our customers and communities.

We are one of the largest retail property owners, developers and managers in Australia



**PORTFOLIO**  
40 retail centres,  
974,184 sqm GLA

**TOTAL END VALUE**  
AUD \$5.5 billion



# CUSTOMER AND RETAIL TRENDS ARE EVOLVING AT A RAPID PACE AND NOW, MORE THAN EVER, PEOPLE ARE LOOKING FOR OPPORTUNITIES TO CONNECT WITH THEIR LOCAL COMMUNITY



Food is the new fashion...  
food is the new **black**





# THE ROLE OF FOOD RETAILING TO DELIVER HEALTHY OUTCOMES AND HEALTHY COMMUNITY INTERACTIONS THROUGH BUILT FORM



Our built environment offers both opportunities for, and barriers to, improving public health and increasing healthy living

# THE ROLE OF FOOD RETAILING TO DELIVER HEALTHY OUTCOMES AND HEALTHY COMMUNITY INTERACTIONS THROUGH BUILT FORM

## Ten Principles for Building Healthy Places



"A focus on healthy places is a logical extension of ULI's long history of supporting the creation of thriving, successful communities."

Lynn Thurber, ULI Chairman

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## Promote Access to Healthy Food

Because diet affects human health, access to healthy food should be considered as part of any development proposal.



# THE ROLE OF FOOD RETAILING TO DELIVER HEALTHY OUTCOMES AND HEALTHY COMMUNITY INTERACTIONS THROUGH BUILT FORM



The Ferry Building,  
San Francisco



# WHAT ARE INNOVATIVE FOOD RETAIL PRECINCTS?

The role of the shopping mall continues to evolve...



Enhance the customer experience with:

- greater emphasis on multiple dining options
- emphasis on design, layout and quality of public realm
- inclusion of community facilities



# EMERGING TRENDS + INNOVATION: Fresh Food Markets and Eat-in Concepts



The Grounds of Alexandria, Sydney, Australia



# EMERGING TRENDS + INNOVATION: Fresh Food Markets and Eat-in Concepts



Eat Street Markets, Brisbane, Australia



# EMERGING TRENDS + INNOVATION: Fresh Food Markets and Eat-in Concepts

Our fresh food markets  
take inspiration from Asian  
hawker markets



Newton Hawker Market, Singapore

# EMERGING TRENDS + INNOVATION: Food as the New Shopping Mall Anchor



Loblaws, Canada



Chelsea Market, New York



# EMERGING TRENDS + INNOVATION: Food as the New Shopping Mall Anchor



Eataly, New York



# EMERGING TRENDS + INNOVATION: Food as the New Shopping Mall Anchor



“Australia is at the leading edge of best practice in its use of food retail as an anchor tenant – and the rest the world is paying attention”

Bob Walanetz, Chairman ICSC



Westfield Sydney, Australia



# EMERGING TRENDS + INNOVATION: Food as the New Shopping Mall Anchor



Emporium, Melbourne, Australia



# EMERGING TRENDS + INNOVATION: Pop-Up Concepts

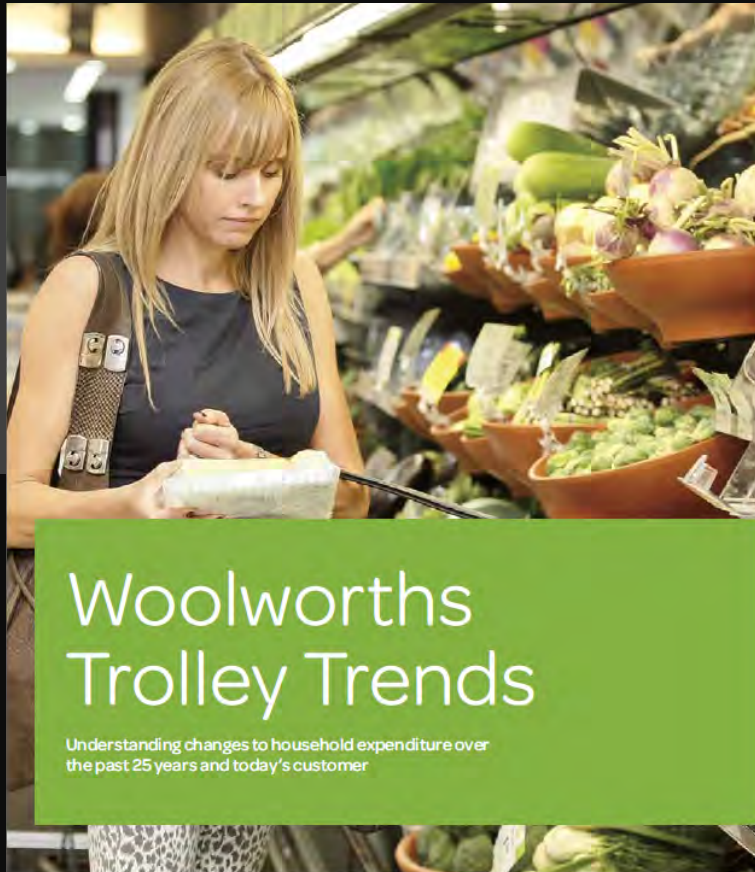


Pop-Ups provide an opportunity for retailers to create buzz around their brand, test a product, launch a new store, connect with customers and more



# EMERGING TRENDS + INNOVATION: The Increasing Role of Supermarkets

Supermarkets are devoting more GLA to fresh food



## Woolworths Trolley Trends

Understanding changes to household expenditure over the past 25 years and today's customer

**KPMG**  
cutting through complexity

**QUANTUM**

**Woolworths**  
Australia's fresh food people



**WHOLE  
FOODS®  
MARKET**

Woolworths is Australia's largest supermarket chain with 872 stores and 111,000 staff

**Stockland**

# EMERGING TRENDS + INNOVATION: Jamie Oliver's Ministry of Food

Woolworths and Jamie Oliver  
to inspire a healthier Australia



The partnership will focus on bringing better, healthier, affordable fresh food to life for everyday Australians, giving them the information and confidence to prepare great tasting fresh meals at home.



# EMERGING TRENDS + INNOVATION: Ministry of Food @ Stockland Wetherill Park

*Jamie's*  
**MINISTRY OF FOOD**  
AUSTRALIA

**"Cook, learn  
and be inspired.  
5 week Cooking Course  
BOOK NOW!"**



**COOK**

Jamie's Ministry of Food Australia is about getting people cooking again by teaching them the basics; how to cook, how to shop and how to enjoy food in a way that benefits not only individuals, but also their families.

We welcome you to our kitchen to come and ask questions, learn new skills and learn the tricks of the trade from our friendly food trainers.

*Jamie's*  
**MINISTRY OF FOOD**  
WETHERILL PARK



**EASY TO LEARN  
COOKING LESSONS**

**Who can participate?**  
Anyone over the age of 12, who wants to learn the basics of cooking and have fun in the kitchen.  
Young people aged between 12 and 16 years must be under the direct supervision of a guardian or carer at all times during the class.

**Cost**  
Each class costs \$10 (\$50 for 5 week course)  
Concession \$5 per class (\$25 for a 5 week course)  
Includes all ingredients, equipment and training.

**Class times**  
**Tuesday / Wednesday:**  
10:30am, 1pm and 4pm  
**Thursday / Friday:**  
10:30am, 1pm, 4pm and 6:30pm  
**Saturday:**  
9am, 11:30am and 2pm  
**Sunday:**  
10am, 12:30pm and 3pm  
**5 week hands-on cooking courses available now.**

**To Book**  
Complete the online registration form at: [www.jamiesministryoffood.com](http://www.jamiesministryoffood.com)  
Or visit us at: Jamie's Ministry of Food Wetherill Park | Kintchin Lane,  
561-583 Polding Street, Wetherill Park NSW 2164 | P: 02 2222 2222  
Email: [mofwetherill@thegoodfoundation.com.au](mailto:mofwetherill@thegoodfoundation.com.au)









# EMERGING TRENDS + INNOVATION: Stockland Wetherill Park





# PART TWO

RACHAEL HOLLOWAY



Development Manager – Stockland



# EMERGING TRENDS + INNOVATION: Ministry of Food Research Results



The program increased participants' daily vegetable consumption, cooking confidence, and ability to prepare meals from scratch.

These increases were sustained for six months after completion of the program.

Cook, learn and be inspired!



# EMERGING TRENDS + INNOVATION: Ministry of Food Research Results

**KEEP  
COOKING  
SKILLS  
ALIVE.**

*Genie's*  
**MINISTRY OF FOOD**  
AUSTRALIA

Other flow on effects include increased frequency of families eating together and reduction in takeaway meal consumption.



Team Ipswich, Brisbane, Australia!

# FOOD AND BEVERAGE EXPERIENCES

## A Framework For Success



Innovative food and beverage experiences  
are the key to a communities heart,  
mind and hip pocket!





# FOOD & BEVERAGE EXPERIENCES

## A Framework For Success



Critical elements of a successful food and beverage experience include population and demographics metrics

Stockland Merrylands, Sydney, Australia



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# FOOD & BEVERAGE EXPERIENCES

## A Framework For Success



Other success drivers include connectivity and appealing physical design





# FOOD & BEVERAGE EXPERIENCES

## Key Performance Outcomes



Success drivers include:  
Critical mass  
Quality tenant mix



# FOOD & BEVERAGE EXPERIENCES

## A Framework For Success

Key performance enhancers include:

Good performing cinemas

Limited competition

Role and scale of the activity node



James Street, Brisbane, Australia





# FOOD & BEVERAGE EXPERIENCES

## Key Performance Outcomes



Key performance outcomes include:

Food traffic

Dwell time

Cross shopping

Spend per person



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# FOOD AND BEVERAGE EXPERIENCES

## Night Time Economy (NTE)



Become a key player in **creating**  
**and maximising** night time trade to  
enhance your overall asset performance!





# FOOD & BEVERAGE EXPERIENCES

## Other Performance Outcomes



Fresh food is at the heart of a community!



# FOOD & BEVERAGE EXPERIENCES

## Other Performance Outcomes



Brand  
Competition  
Presentation





# FOOD & BEVERAGE EXPERIENCES



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# PART THREE

JONATHAN KRIEGER



Managing Director – RKF  
Chief Development Officer and Co Founder  
– Bluestone Lane

RKF





# BLUESTONE LANE – OUR JOURNEY ARTISANAL COFFEE & FOOD DELIVERED WITH FIRST CLASS SERVICE

Influenced by the  
renowned coffee  
culture of  
Melbourne Australia,  
where premium coffee  
is a way of life.



# BLUESTONE LANE – A Tenant and Landlords Perspective

The trike – transforming the streetscape and office lobby's!





# BLUESTONE LANE - The Evolution of Food and Beverage Retail


Food is FOREVER!



5c  
Australia  
WE'LL BRING  
the love  
\*TO\*  
**YOU**  
COFFEE TRIKE  
DETAILS & RESERVATIONS

RKF

## Q + A PANEL



questions?

**Peter Holland**  
**Caitlin Sandford**  
**Rachael Holloway**  
**Jonathon Krieger**