

14 February 2018

## **Fallon & Byrne to launch at Dundrum Town Centre**

Hammerson, on behalf of The Dundrum Partnership<sup>1</sup>, announces that Dublin's fine food emporium, Fallon & Byrne, is set to open a new flagship food hall, delicatessen and restaurant at Dundrum Town Centre.

Fallon & Byrne's new 10,000 sq ft (900sqm) speciality food hall will significantly enhance the centre's food and beverage offer. Split over two floors, customers will be able to choose from a wide range of the best Irish and international artisan products and brands. Shoppers can also look forward to an 'al fresco' dining option with a new outdoor terrace that will surround the front of the store.

To be located in Ashgrove Terrace, Fallon & Byrne will anchor Hammerson's Pembroke Square development project. Plans for this project are set to reinvigorate a currently underutilised part of the centre, creating a vibrant new hub for aspirational dining and leisure concepts at Dundrum.

The regeneration of Ashgrove Terrace will breathe life back into this underused residential terrace. By using sympathetic architecture that draws on the heritage of the houses and enhances their period character, Fallon & Byrne's new store will be a modern interpretation of these historic buildings providing a unique backdrop for Pembroke Square.

Hammerson's vision for Pembroke Square will also bring to Dundrum and the surrounding region, a stunning new 6, 000 sq ft (550sqm) of public realm. The new square has been curated especially to be able to host its own dedicated programme of events for shoppers and visitors throughout the year.

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<sup>1</sup> The Dundrum Partnership is a trading name of Dundrum Retail Limited Partnership, the Hammerson and Allianz 50:50 joint venture entity that owns Dundrum Town Centre

Plans for Pembroke Square also incorporate an additional 3,500 sq ft (320sqm) restaurant space and a new 8,000 sq ft (700sqm) basement level leisure space located directly under the square.

Simon Betty, Hammerson Director of Retail Ireland, said: “Fallon & Byrne is a fantastic brand to welcome to Dundrum. Bringing the finest Irish and international artisan foods and a high quality dining experience, the brand will deliver a real step change in the food and beverage offer at the centre.

“Our vision for Pembroke Square is to create a new destination within Dundrum that combines a vibrant dining and leisure space with an area of exceptional public realm that will become a new focal point for visitors to enjoy throughout the year.”

Annette Kröger, CEO of Allianz Real Estate Northern and Central Europe, commented: “Dundrum Town Centre is our biggest investment in Ireland and a flagship investment in the global real estate portfolio of Allianz. Together with Hammerson, we are very pleased to have successfully secured Fallon and Byrne, enabling us to deliver the best results for the customers, tenants and investors of Dundrum Town Centre.”

Fiona McHugh, Managing Director, Fallon and Byrne added: “We are delighted to bring our signature shopping and dining experience to Dundrum town centre. Our aim is to create something truly special in the soon-to-be-restored heritage buildings that lie at the heart of Pembroke Square, which we believe will be a dynamic new quarter within the centre.”

Subject to planning approval, construction on the Pembroke Square development will commence shortly.

**ENDS**

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**Notes to Editors**

The Dundrum Partnership is a trading name of Dundrum Retail Limited Partnership, which is the entity that represents Hammerson's and Allianz's 50:50 joint venture ownership of Dundrum Town Centre.

Hammerson is a FTSE 100 owner, manager and developer of retail destinations in Europe. Our portfolio of high-quality retail property has a value of around £10.5 billion and includes 23 prime shopping centres, 17 convenient retail parks and investments in 20 premium outlet villages, through our partnership with Value Retail and the VIA Outlets joint venture. Key investments include Bullring, Birmingham, Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin and Les Terrasses du Port, Marseille.

Dundrum Town Centre is Ireland's pre-eminent shopping destination, with over 120 shops, 38 restaurants, a 12-screen cinema and 3,400 car park spaces. Dundrum has a 99% occupancy rate, anchored by major international brands including Harvey Nichols, M&S and Penneys.

**About Fallon & Byrne**

Since opening in 2006, Fallon & Byrne has become a go-to destination for food lovers in Dublin. Its city-centre emporium is located on Exchequer Street in a historic warehouse building and is

comprised of a specialty food hall, a bustling bistro restaurant, a candle-lit wine cellar and an atmospheric function room. It also operates a busy, neighbourhood restaurant and deli in the beautifully restored Victorian tea rooms in the People's Park, Dun Laoghaire as well as a state-of-the-art 10,000 sq. foot food hall and casual eatery in the Swan Centre, Rathmines.

Fallon & Byrne is a two-time winner of the Irish Times Best Food & Drink Shop, and is the 2018 winner of Retail Excellence Ireland's Best Food & Wine Store award.