



REDEVELOPMENT OF PACIFIC FAIR

Project F&B Retail Masterplanning for AMP's Redevelopment of Pacific Fair, Gold Coast

- Task**
- Ensure the food story of Pacific Fair was the most glamorous eating experience in the Pan-Pacific region.
 - In an Australian first, present 6 unique next generation food precincts aimed at driving length of stay and engagement from customers.

Outcome AMP's \$670M redevelopment of the Pacific Fair shopping centre aims to deliver the first 6 star retail shopping experience in Australia.

Brain and Poulter were asked to develop a complex hierarchy of food needs and aspirations for the centre. We created the retail mix for 60 food tenancies. These tenancies included new to market concepts developed specifically so that food becomes a trend setter not a trend follower at this asset.

Our ability to analyse the various market segment food demands created justified sustainability volumes unheard of before in any Australian shopping centre.

This strong representation of food in the specialty mix will define Pacific Fair as the most vibrant and inventive food destination within Australian shopping centres.

"Your asset's worth more when you partner with Brain & Poulter"