



b&amp;p

## WESTFIELD BONDI

<b>Project</b>	Redevelopment of Level 5 Food Court
<b>Task</b>	<ul style="list-style-type: none"> <li>• Make Westfield Bondi one of the Top 10 Shopping Centres in the world.</li> <li>• Make the Level 5 Food Court overlooking Sydney Harbour look 'not like a food court'.</li> </ul>
<b>Outcome</b>	<p>Westfield Bondi is where we introduced fresh 'cooked to order' food at all tenancies. The success of Level 5 has been rolled out by Westfield in the USA and at Westfield City 'Sydney Room' and Emporium Melbourne and firmly cements B&amp;P as innovators, not copiers.</p> <p>Highlights of our strategy included:</p> <ul style="list-style-type: none"> <li>• B&amp;P conceptualised a food court where all the food was cooked to order rather than bain-marie displays</li> <li>• We introduced the buzzer concept that allowed customers to order and relax in comfy surrounds rather than wait in queues.</li> <li>• We insisted on crockery and cutlery, initially opposed on cost basis, but is now seen as part of the Level 5 success.</li> <li>• Through demographic analysis, we identified a need to cater for the Jewish market with 15% of the MTA being Jewish.</li> <li>• Removed the traditional Westfield BIG RED branding and coined the term 'Black Label', which has been adopted centre wide.</li> </ul>

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