



WESTFIELD FRESH FOOD

Project	Westfield National Fresh Food Strategy
Task	<ul style="list-style-type: none"> • Develop and roll-out retailer based benchmarking, training and mentoring programs. • Increase customer conversions and average spends in Westfield speciality food retailing tenancies.
Outcome	<p>Working with 228 fresh food retailers across 38 centres, Brain & Poulter successfully renewed an annual fresh food consultancy agreement with Westfield for 4 consecutive years.</p> <p>This gave us the opportunity to determine the best practice store design and operating practice benchmarks for food retailing in Australia.</p>

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