



PRESS RELEASE

O'Donnell Moonshine opens in the Mall of Berlin

Berlin, October 9th 2025

After more than ten successful years, the Mall of Berlin is undergoing a comprehensive repositioning: fresh brands, a modernized space concept, and contemporary store design will further strengthen the center. Just like the innovative store concept from O'Donnell Moonshine.

At O'Donnell Moonshine, tradition meets new worlds of flavor

Founded in Berlin in 2014, the company specializes in the sale of spirits, particularly liqueurs and brandies. The concept pays homage to the era of American Prohibition in the 1920s. During this era, illegally distilled liquor, known as "moonshine," was secretly bottled in mason jars and sold to avoid detection.



Mall of Berlin undergoing profound change

Targeted investments, the restructuring of existing space, and the integration of global brands are creating a contemporary shopping experience. The Mall of Berlin, which will soon be fully leased again, offers a unique shopping experience in Berlin with its wide variety of stores.

New impetus for Berlin's retail sector

O'Donnell Moonshine's decision underscores the attractiveness of the location and confirms the center's potential in Berlin's retail environment. This modernization also marks the start of further developments: additional international brands are already in the starting blocks. The Mall of Berlin is thus sending a strong signal for innovation, further development, and the future of brick-and-mortar retail in the heart of the capital.

For more information, visit www.mallofberlin.de or follow the Mall of Berlin on TikTok (@mallofberlin) and Instagram (@mallofberlin_).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional management of large commercial properties, efficient management at the highest level and the planning, design and realization of great visions. The real estate specialists can now look back on a wealth of international experience, which already includes more than 1,000,000 m² of successfully marketed retail, office and residential space. Further information can be found at www.hghi.de.