New KFC Restaurant in the Mall of Berlin

Berlin, 19 February 2018 – The American fast food chain KFC opened its doors together with the international franchise partner AmRest Holdings HE on 28 December 2017 a new Restaurant in the food court of the Mall of Berlin at Leipziger Platz in Berlin-Mitte. In the second floor of the shopping center, the company specialised in unique chicken dishes, moved into approx. 111 sqm shop space.

"We are very pleased to have won the worldwide popular fast food brand KFC as a new tenant for the Mall of Berlin. KFC is an attractive addition to our multifaceted Food Court," emphasizes Andreas Kogge, Head of Leasing & Investment at the HGHI Group.

KFC inspires a growing number of guests worldwide with freshly made products from 100% naturally grown chicken meat. Germany is one of the most important markets for the company.

"In the near future, we want to increase our number of restaurants to 500 and become a national brand with sales of one billion euros. That's why we are always looking for special, highly frequented locations - this is why the Mall of Berlin is the perfect location," says Marco Schepers, General Manager of KFC Germany, Austria, Switzerland and Denmark.

In direct neighbourhood to world-famous sights such as Brandenburg Gate, Potsdamer Platz, Friedrichstraße and Reichstag, the Mall of Berlin offers a unique urban mix of shopping, gastronomy, hotel, entertainment, office and living space. The shopping and experience centre, which was opened in 2014 on the former premises of the Wertheim department store, comprises 76,000 sqm of retail space, approx. 12,000 sqm of hotel space and approx. 30,000 sqm of living space. In addition of high quality fashion labels, accessories, fashion, jewellery and shoes, there is a large Fashion concept for young people, a separate children’s world and Berlin’s most varied food hall with more than 30 restaurants. With over 270 shops and Germany’s largest food court, the Mall of Berlin attracts over 20 million visitors every year.
About KFC in Germany
KFC has been represented in Germany since 1968 and continues to expand. Since 2010, the number of restaurants in Germany has more than doubled to over 160 stores. In 2017, the company generated net sales of 243.7 million euros (+10%) in Germany. In 2017, 15 new restaurants were opened throughout Germany. In the meantime, 100 percent of the German KFC restaurants are managed by franchise partners, which are an important part of KFC’s growth strategy: The aim is to increase the number of restaurants to 500 and one billion in sales in the next few years. The expansion of KFC is to be carried out nationwide in the respective markets. Focus is on centrally located downtown restaurants, food court areas in large shopping centers, restaurants with Drive-Thrus (in areas with high traffic frequency and high retail concentration) as well as railway stations and airports in focus. Further information is available at www.kfc.de and www.kfc.de/presse

About HGHI Holding GmbH
HGHI Holding GmbH is one of the leading real estate project development companies, investors and building owners in Berlin. The owner-managed company was founded in 2007 and is currently employing 130 people. The HGHI Group has always been synonymous with the professional support of large commercial properties, efficient management at the highest level as well as the planning, design and realisation of great visions. Meanwhile, the real estate specialists can look back on an international wealth of experience that already includes more than 750,000 sqm of successfully marketed retail, office and residential space. One of HGHI’s largest and best-known projects is the Mall of Berlin at Leipziger Platz 12, which is home to approximately 270 shops on 76,000 sqm of retail space. Further information can be found at www.hghi.de

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