

# SLIM CHICKENS LAYS ITS NEW OPENING AT ST DAVID'S

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has unveiled the opening of American dining brand, Slim Chickens. The new outlet is the brand's first franchised restaurant outside of London.

Located on the Lower East side, next to the recently upsized Ed's Easy Diner, Slim Chickens' restaurant has space for 76 covers inside and 16 outside. The 2,400 sq ft restaurant has been designed by an in-house team, incorporating modern digital kiosks along with a self-serve drinks station.

Slim Chickens has seen vast growth across North America, with over 80 locations, and has now selected St David's to launch their second restaurant in addition to their first St James Street spot, just off Oxford Street.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, regional managing director - west, said: "Fast-casual American brand, Slim Chickens, brings an exciting new element to our diverse mix of restaurants. Their decision to launch their first site outside of London and second in the UK highlights St David's status as one of the UK's premium retail destinations. The casual, social setting of this emerging brand really sits well alongside its neighbours and within the scheme as a whole."

CEO of Slim Chickens parent company BRG, Tom Crowley, added: "With incredible footfall and exposure to our target customer catchment, St David's really stood out to launch our first site outside of London and as a launch pad for our regional expansion plans. The concept is perfectly placed in the destination and brings our high-quality handmade food and modern digital experience to St David's; one of the UK's leading retail and leisure destinations."

Slim Chickens joined international shopping brand Bershka who also opened their doors in

# December.

The St David's Partnership dealt directly and Slim Chickens represented themselves.

# Ends

## For further information, please contact:

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## About St David's Cardiff

St David's shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK's best shopping cities and has an annual footfall of 38 million; one of the largest in the UK.

St David's has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as Superdry opening its first dedicated Superdry Sports entrance in the UK. Recent brands also include Stradivarius, Big Moose Café, CK Underwear, Virgin Holidays and Oliver Bonas.

St David's is anchored by Marks & Spencer, Debenhams and the largest John Lewis outside of London. The centre is also home to a mix of national and international retailers, such as Primark and River Island, in addition to premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Wahaca and wagamama.

## www.stdavidscardiff.com

## About intu

intu owns and manages some of the best shopping centres, in some of the strongest locations, in the UK and Spain.

Our UK portfolio is made up of 17 centres, including eight of the top-20, and in Spain we own three of the country's top-10 centres.

We are passionate about creating compelling experiences, in centre and online, that make our customers smile and help our retailers flourish.

We attract over 400 million customer visits and over 25 million website visits a year offering a multichannel approach that truly supports retail strategies. In 2017, we launched the UK's first tailor-made promotional services model to help brands as they look to optimise their portfolio or expand their UK coverage.

Our strategic focus on prime, high-footfall flagship destinations, combined with the strength and popularity of our brand, means that intu offers enhanced footfall, dwell time and loyalty. This helps our retailers flourish, driving occupancy and income growth.

We are committed to our local communities, with our centres supporting over 120,000 jobs (representing about 3 per cent of the total UK retail workforce), and to operating with environmental responsibility. We have already met or exceeded a significant number of our 2020 environmental targets.

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At Landsec, we believe great places are for people to experience and are made with the experience of great people. We own and manage some of the most successful and recognisable assets in the country. Our £14.0 billion portfolio spans 23.9 million sq ft of real estate and is a diverse mix of offices, retail and leisure.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

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