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Singaporean restaurateur Ellen Chew picks Grand Central for new concept

Hammerson has announced the signing of **Mrs Chew's Chinese Kitchen**, a new concept from Singaporean restaurateur Ellen Chew, at its flagship destination Grand Central.

Mrs Chew's Chinese Kitchen is part of the Chew-on-This restaurant group, founded by Ellen Chew. Ellen has over two decades of experience in the industry, with restaurants such as Chinatown London's Rasa Sayang and Shan Shui in Bicester Village. The menu at Mrs Chew's will focus on serving simple and authentic Chinese dishes, from time-honoured recipes using the freshest ingredients.

Set to open in the Winter, the new 1,500 sq ft, 60-cover eatery is located opposite @pizza and Holy Moly Macaroni.

Iain Mitchell, UK Commercial Director at Hammerson, said: *"We're always looking at how we can step up the F&B offering at our destinations, as we know that our customers really value being able to sit down for a bite to eat with their friends and family. Mrs Chew's will bring something new and fresh to Grand Central, and will really complement the broader offer at the destination. As with Treetop Adventure Golf, today's announcement shows that, despite the tough environment, brands with an engaging and distinctive offer are still looking to grow."*

Ellen Chew, Founder of Chew-on-This, added: *"Mrs Chew's will be dedicated to serving unpretentious Chinese cuisine, using premium ingredients and building on our experience of running successful Asian-inspired restaurants throughout London and the south east. Birmingham has been*

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an aim for our expansion for some time, and is the natural next step for our group. Grand Central is such a vibrant and energetic venue, where we will be able to cater to the desire for fresh and authentic flavours.”

This news follows the recent signing and £2.5million investment by mini golf and leisure operator, Treetop adventure Golf, which will be launching a new site on the southern side of the Bullring, in Spring 2021.

Safety is a priority for all brands in Bullring and Grand Central, and the destination has introduced a range of new safety measures including: a one-way system, an enhanced cleaning regime, and footfall monitoring to ensure that social distancing guidelines can be followed at all times. Masks for staff, frequent sanitising throughout, and social distancing are just some of the measures Mrs Chew’s will have in place when it opens.

Grand Central is one of three destinations that comprise the Bullring Estate, with The Bullring and Link Street. Hammerson recently invested £2 million in enhancements to Grand Central’s New Street Mall, the key link to New Street and Stephenson Place. The works will create a more bright and engaging entrance, and includes new seating and an enhanced experience for visitors.

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For further information, please contact Nick Thornton or Amy Cassidy at Aver via:

E: nickthornton@averpr.com

E: amycassidy@averpr.com

Notes to Editors

Hammerson

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 30 June 2020, our

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portfolio of high-quality venues had a value of £7.7 billion and included 21 flagship destinations in thriving cities, and investments in premium outlet villages through our partnership with Value Retail and the VIA Outlets joint venture. Key retail venues include Bullring & Grand Central, Birmingham, Bicester Village, Oxfordshire, Dundrum Town Centre, Dublin, and Les Terrasses du Port, Marseille.