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Dundrum Town Centre lands premium chicken restaurant Mad Egg

Hammerson, on behalf of The Dundrum Partnership¹, has announced that fried chicken brand Mad Egg is set to open a new restaurant at Dundrum Town Centre.

Founded by Conor Sheridan & Stephen O'Reilly in March 2018, the brand has already proved a massive hit in Dublin with two city centre branches on Charlotte Way and Millennium Walk. The new Dundrum branch will be the brand's first shopping centre location and is set to serve the same signature dishes including their mouth-watering Fried Chicken Sandwiches and the famous DIY Cheesecake that has taken social media by storm.

Due to open this summer, the popular eatery is part of the wider transformation of Dundrum Town Centre which will introduce a greater variety and choice in food, leisure and entertainment. The new 1758 sq ft Mad Egg restaurant with a 398 sq ft terrace will be located in the Pembroke District, adjacent to the development project which is set to reinvigorate the area, creating a vibrant new hub for aspirational dining and leisure concepts at Dundrum. Restaurants already signed-up for the scheme include Fallon & Byrne's new 10,000 sq ft speciality food hall, LEON, PF Chang's and J2 Sushi.

Earlier this year, Hammerson also confirmed that Press Up Entertainment Group, one of Ireland's leading leisure and hospitality brands, had agreed plans to open Stella Bowl, a new eight-lane bowling alley as part of the major new dining and entertainment destination within the

¹ The Dundrum Partnership is a trading name of Dundrum Retail Limited Partnership, the Hammerson and Allianz 50:50 joint venture entity that owns Dundrum Town Centre

Pembroke District. The new 15,661 sq ft bowling alley will also include a new cocktail bar and diner concept.

In addition, the vision for Pembroke Square will bring a stunning new 6, 000 sq ft (550sqm) of public realm. The new square has been curated especially to be able to host its own dedicated programme of events for shoppers and visitors throughout the year.

Simon Betty, Hammerson Director of Retail Ireland, said: “Mad Egg has been a really exciting addition to the Irish food scene and we are delighted that they have chosen to open their third branch at Dundrum Town Centre. The brand will be in good company as we continue to transform the dining and leisure on offer at the centre and look forward to welcoming Mad Egg this summer.”

Conor Sheridan, Managing Director of the Mad Egg Restaurant Group “ We are really excited to launch Mad Egg in Dundrum Shopping Centre, it is one of the best retail spaces in the country and Hammerson has an awesome vision of what an entertainment district should be. We can’t wait to be part of the new wave of entrants into the space!”

ENDS

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Notes to Editors

The Dundrum Partnership is a trading name of Dundrum Retail Limited Partnership, the Hammerson and Allianz 50:50 joint venture entity that owns Dundrum Town Centre. Dundrum Town Centre is Ireland's largest shopping destination, with over 120 shops, 38 restaurants, a 12-screen cinema and 3,400 car park spaces. Dundrum is anchored by major international brands including Harvey Nichols, M&S, Penneys and Tesco.

Hammerson create vibrant, continually evolving spaces, in and around thriving European cities, with a focus on flagship retail destinations and Premium Outlets. As of 31st Dec 2018, our portfolio of high-quality venues had a value of £9.9 billion and includes 21 flagship destinations, 13 convenient retail parks and investments in 20 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, Freeport Lisboa Fashion Outlet, Lisbon, Dundrum Town Centre, Dublin; and Les Terrasses du Port, Marseille. We manage over 2,000 brand relationships and during trading hours, over 80,000 people visit our shopping centres hourly across our flagship destinations in the UK, France & Ireland.

The Dundrum Partnership represents Hammerson's and Allianz's 50:50 joint venture ownership of Dundrum Town Centre. Dundrum Town Centre is Ireland's largest shopping destination, with over 120 shops, 38 restaurants, a 12-screen cinema and 3,400 car park spaces. Dundrum is anchored by major international brands including Harvey Nichols, House of Fraser, M&S, Penneys and Tesco.