



UNIBAIL-RODAMCO-WESTFIELD

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Press release

Westfield Hamburg-Überseequartier welcomes Rhubarb Hospitality Collection (RHC), an international flagship partner, as anchor tenant for the fine dining cluster – The “Elemente” restaurant created by RHC especially for the quarter’s waterfront and the “Air Bar” on the 13th floor bring South American flair and cosmopolitan appeal directly to the river Elbe

Unibail-Rodamco-Westfield (URW) Germany wins Rhubarb Hospitality Collection (RHC) as the central anchor partner for the exclusive fine dining and bar offering in the waterfront area. The collaboration will further differentiate the food & beverage cluster at Westfield Hamburg-Überseequartier. RHC, who originate in London operate luxury event catering and exclusive restaurant and bar concepts in their home city as well as New York and Berlin. Westfield Hamburg-Überseequartier has now been chosen to further their international expansion.

URW and RHC are pioneering an unparalleled F&B experience in Hamburg, establishing the urban quarter as a prominent gastronomy hotspot with an international and cosmopolitan profile. The focus on distinctive and experiential dining aligns seamlessly with the prevailing social trend. In the ongoing collaboration for Westfield Hamburg-Überseequartier, URW is poised to elevate this culinary landscape to new heights, marking another significant milestone in the partnership.

Located on the first floor of the LEE office building directly on the banks of the river, “Elemente”, a captivating South American restaurant, spanning over 1,300 square meters, is currently in the works. Paying homage to the four elements of fire, water, wind, and earth, the restaurant promises to be a tribute to nature. It will seamlessly blend fresh ingredients and bold flavours, taking diners on a gastronomic voyage through South America. Complementing this culinary experience, the interior design will embrace a natural aesthetic, adorned with abundant plants and greenery.

In the same building, on the 13th floor above the office space, “Air Bar” opens its doors on around 750 square meters. The bar is connected to the panorama terrace on the same floor. Whether it's after-work drinks with colleagues or a lively celebration with friends and family - thanks to the elegant ambience and interior design, all visitors of "Air Bar" will feel right at home, whatever the occasion. The bar's crowning highlight is its exceptional location, which offers a 360-degree panoramic view of the river Elbe, the port, HafenCity and the rest of Hamburg's city center. This exclusive view makes “Air Bar” a special highlight that neither Hamburg residents nor visitors to the city should miss out on.

Rhubarb Hospitality Collection

With Rhubarb Hospitality Collection, Unibail-Rodamco-Westfield has gained a new anchor partner for the F&B sector that is an international heavyweight and specializes in luxury catering, events, fine dining restaurants and bars. In New York, Rhubarb currently operates the “Peak”, a restaurant and bar located on the 101st floor of the Hudson Yards district in Manhattan, with a direct view of New York's highest observation deck, the Edge.

In London, RHC is responsible for the catering at the Royal Albert Hall and operates the “Sky Garden”. The ensemble includes the fine dining restaurant “Fenchurch” in a rooftop location with a view of the skyline, the brasserie “Darwin” and a day bar. In Germany, the group is currently only represented in Berlin. “Frederick's”, an exclusive restaurant in which German cuisine is reinterpreted and combined with international influences, is located in the Sony Center at Potsdamer Platz. What RHC's restaurants and bars have in common: They are all located in special places and central locations in the cities as well as in spectacular or famous buildings, which in themselves have a strong appeal to the local communities as well as all guests from near and far.

Constantin Wiesmann, Director of Leasing Austria & Germany at Unibail-Rodamco-Westfield, says: “Through the partnership with Rhubarb Hospitality Collection and the two flagship concepts at Westfield Hamburg-Überseequartier, we are setting a new benchmark in the food & beverage landscape in Hamburg. With the culinary delights, the design and the spectacular location directly alongside the river Elbe, together with RHC we are creating an experience that does not yet exist in this form in Hamburg. We are creating further differentiation within the food & beverage offering of the quarter, thereby raising its cosmopolitan appeal to a new level. We are very pleased about the partnership with our new flagship partner RHC.”

PB Jacobse, CEO at Rhubarb Hospitality Collection, says: “We are delighted to introduce a truly unique concept to Hamburg. The journey ahead is not just about creating an extraordinary experience for guests but also fostering collaboration with visionary partners. We are thrilled to have the support and creativity of Unibail-Rodamco-Westfield, our valued partners, who share our commitment to redefining the culinary landscape and making a lasting impact.”

Michael Neuner, Managing Director at Rhubarb Hospitality Collection Germany, says: “I am thrilled to embark on this exciting venture, bringing a vibrant new dining destination to the heart of Hamburg. We are committed to delivering an extraordinary experience, where the best service, the finest food, and an unparalleled atmosphere come together. Our dedication to excellence will redefine the dining scene in Hamburg, and we can't wait to share this exceptional journey with our guests.”

On the URW side, Nigel Gillingham from GillinghamBell in London accompanied the signing of the contract.

Westfield Hamburg-Überseequartier: urban regeneration

At Westfield Hamburg-Überseequartier in Hamburg's Hafencity, an ensemble of a total of 14 buildings is being created that will form a new vibrant place in Hamburg with outstanding architecture and a unique mix of uses. Retail, gastronomy as well as entertainment and culture will be finely balanced with 579 apartments, offices for 4,000 workplaces, three hotels with 819 rooms and a cruise terminal. The quarter is optimally integrated into the local infrastructure with its own metro station, bus lines and various mobility services. The mixed-use project consists of a total area of 419,000 square meters and will be realized by Unibail-Rodamco-Westfield.

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 74 shopping centers in 12 countries, including 39 which carry the iconic Westfield brand. These centers attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3 Bn development pipeline of mainly mixed-use assets. Currently, its €51 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at June 30, 2023).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places 2030 agenda, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (Ticker: URW), with a secondary listing in Australia through Chess Depository Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

For more information, please visit www.urw.com
