

“OTHER COUNTRIES WILL FOLLOW”

After the Netherlands and Belgium, the Dutch restaurateur La Place has recently taken the plunge into Germany. Expansion will continue.

ABOUT LA PLACE

La Place is part of the Dutch department store company V&D. It operates more than 230 restaurants in the Netherlands and Belgium. The gastronomy model is offered within V&D department stores as well as other locations. La Place creates all its dishes in-house. They are 100% natural and made with organic and sustainable ingredients wherever possible. The four concepts – La Place Restaurant, La Place Café, La Place Express, and La Place Food – are visited by approximately 38 million guests annually.



IMAGES: NEINVER

La Place opened its first restaurant in Germany in Zweibrücken's The Style Outlets.



“Factory outlet centers are the start, shopping centers will follow shortly,” responds Bart van Nieuwenhof, CEO of La Place, when asked about his plans. Accordingly, La Place celebrated the opening of its first restaurant in Germany in Zweibrücken at The Style Outlets by Neinver on September 12, 2013. The Dutch restaurateur’s 770-sq-m restaurant presents a new concept characterized by environmental sustainability, regionality, and a transparent communication policy. Freshness and quality are combined with an experiential atmosphere reflected in open spaces with front cooking units.

Van den Nieuwenhof continues: “The German culinary market has a lot of potential for more La Place restaurants. We believe we now can speed up the expansion here. Other countries will follow. Those expansion plans are not yet ripe, however.”

NEW MESSAGES LIKE HEALTHY, SUSTAINABLE, ORGANIC

No one at La Place doubts that food courts have gained in importance in commercial real estate. After all, it is all about increasing the amount of time customers spend in any given shopping center. Looking back, Van den Nieuwenhof muses: “It used to be necessary to have a food and beverage offer. Now the right brands and their mix is more important, including new messages like healthy, sustainable, organic, etc.” The CEO of La Place does not think that restaurateurs are particularly demanding tenants. On the contrary, he calls for greater collaboration with other retailers. “Enhancing the time spent with customers is a goal for both. I see too little cross-selling activity between retailers and food concepts,” says Van den Nieuwenhof.



IMAGE: LA PLACE

BART VAN DEN NIEUWENHOF

CEO of La Place: “I see too little cross-selling activity between retailers and food concepts.”

