

Six game-changers that reshaped retail's relationship with food



Whole Foods, Austin

Whole Foods Market was founded in Austin, Texas. The first store opened in 1980 with 19 staff and has since gone on to become a powerhouse in the US, with a UK store presence too. Whole Foods reinvented the visual merchandising of fresh food and inspired even time-poor US shoppers to split their trips between staples at their regular supermarket and treats from Whole Foods.

Borough Market, London

Borough Market began to transform in the late 1990s as artisan food and drink producers took over stalls at what had become an ailing, albeit historical, fresh foods market. It rose from cult success to a major tourist attraction, inspiring countless farmers' markets and attracting interest from everyone from the supermarket groups to mall owners. Borough Market's

influence remains fundamental to the repositioning of food with authentic narratives in the UK.

Eataly, Rome

Italian food extravaganza Eataly has 27 stores, predominantly in Italy and Japan. It also has two US sites, one in Dubai and another in Turkey, and is slated for openings in Latin America and Canada. The first store opened in Turin in 2007, while Rome is its largest – across four floors and with 183,000 sq ft of trading space, it includes 23 restaurants, a food market and cookery classes.

Trinity Leeds

Delayed by the economic downturn, Trinity Leeds' leisure element rose from 10% originally proposed to 22% of the total space when it opened in March 2013, including the first Everyman cinema outside London and a cluster of D&D restaurants and bars. Last autumn, Land Securities opened Trinity Kitchen, bringing cooking demonstrations, street food vendors and pop-up market stalls, which change on a regular basis, into the shopping centre.

Westfield Stratford City

Westfield Stratford City opened with about 17% dedicated to food and beverage, setting a new benchmark for the UK. Shoppers can choose from more than 70 dining options from fast-eating to



cafe-style dining or restaurants. There is also a 17-screen Vue cinema, an All Star Lanes bowling alley and the UK's first mall casino, Aspers. Westfield also introduced a Great Eastern Market, bringing fresh food and contemporary market-style food and drink to a mall for the first time.

Les Glòries, Barcelona

Fresh! launches this month at Les Glòries shopping centre in Barcelona. El Mercat de Glòries is part of the mall's refurbishment. It draws inspiration from traditional Catalan markets. Healthy and seasonal produce, to eat in or take away, will be prepared by local food specialists including butchers, bakers, cheese merchants, fishmongers, chocolatiers and greengrocers. Fresh! will also host 'The Kitchen', a dedicated area for events, including cooking lessons, tastings and even concerts.