EMEA RESEARCH 2016

FOOD & BEVERAGE

POLAND

CBRE

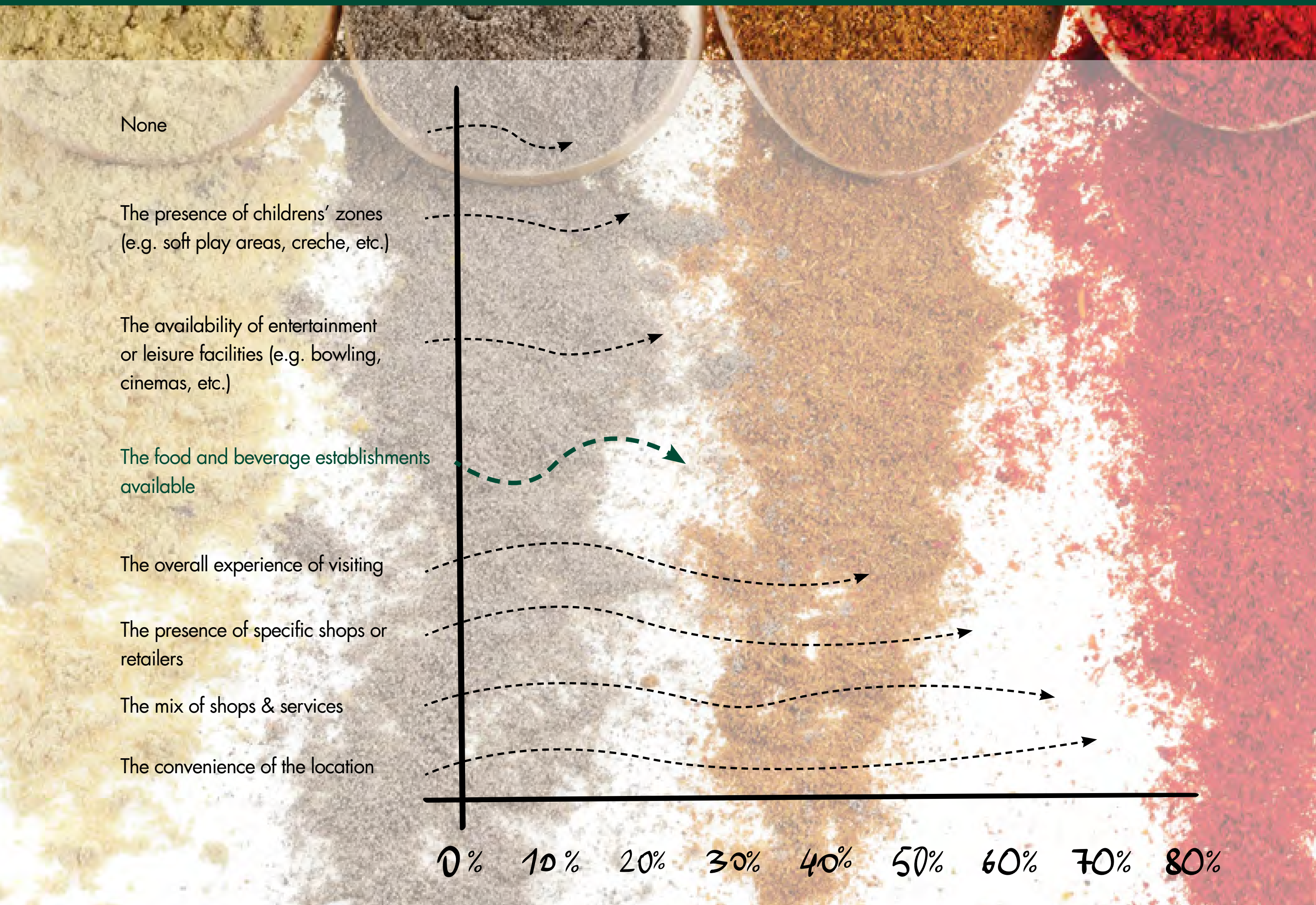
CONTENTS

INTRODUCTION

CBRE surveyed 22,000 consumers across 22 markets in Europe, South Africa and the United Arab Emirates to ascertain their opinions of the food & beverage offer in shopping centres. Over 1,000 Polish shoppers were interviewed as part of this study sharing their opinions and suggestions regarding food serving facilities in the retail schemes.

The main goal of the questionnaire was to identify the general role of the gastronomy function in the retail schemes. The key findings of the survey provide a closer look at Poland's eating and drinking establishments in shopping centres: how consumers perceive the food and beverage offer, how it compares with the other surveyed countries, what they would like to change in this offer in the future as well as how the offer influences the overall perception of a shopping centre.

FACTORS MENTIONED AS EXTREMELY OR VERY IMPORTANT WHILE VISITING SHOPPING CENTRE

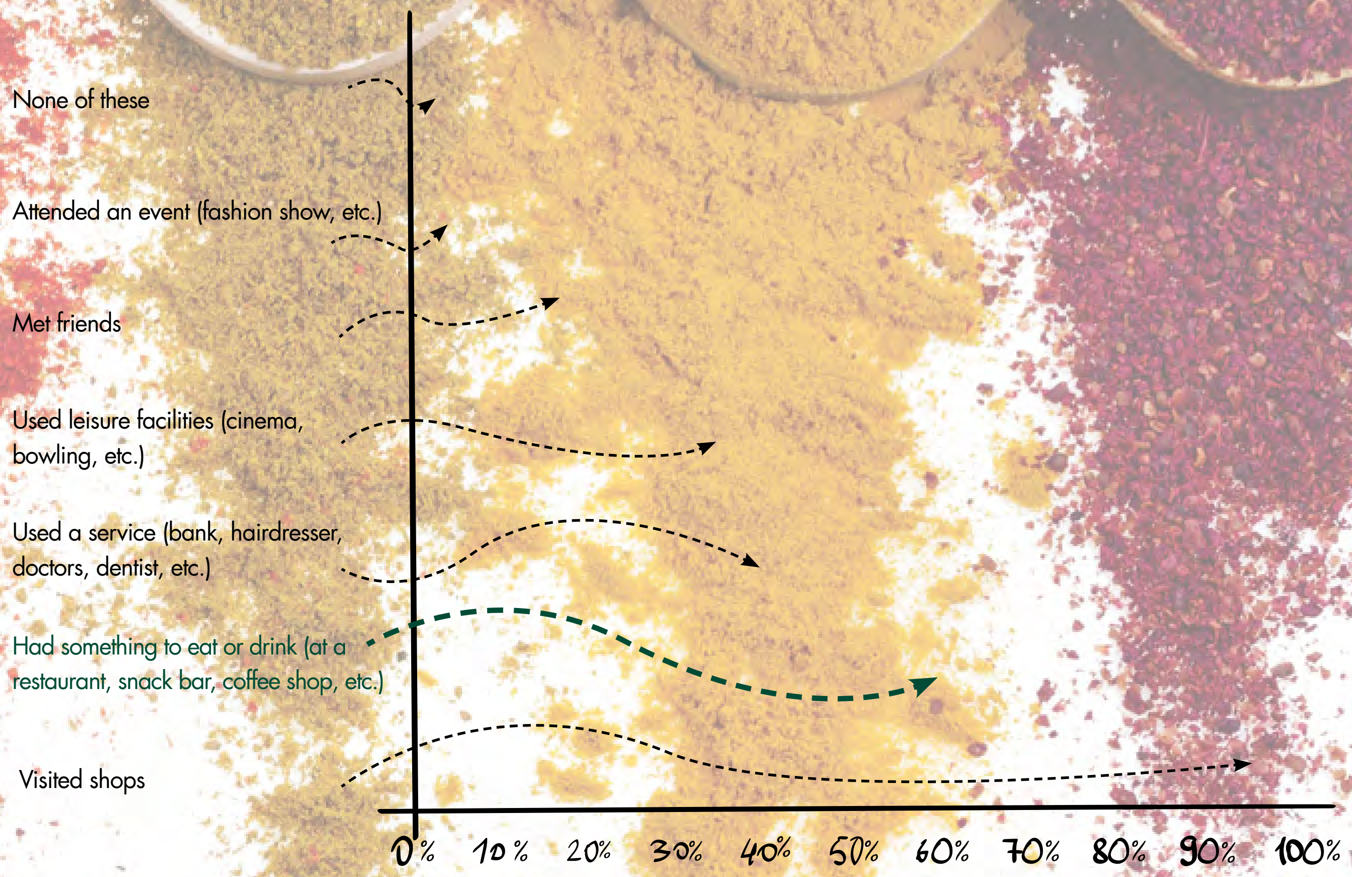


Source: CBRE, 2016

89%

OF PEOPLE VISIT SHOPPING CENTRES AT LEAST ONCE A MONTH.

WHICH, IF ANY, OF THE FOLLOWING HAVE YOU DONE WHEN YOU HAVE VISITED ANY SHOPPING CENTRES IN THE LAST 12 MONTHS?



Source: CBRE, 2016

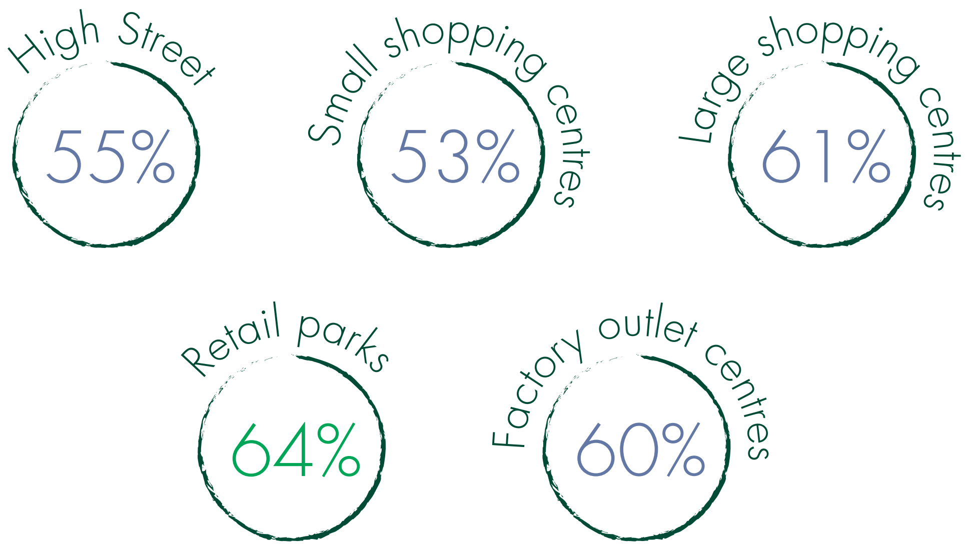
61%

OF PEOPLE WHO VISITED SHOPPING CENTRES IN THE LAST 12 MONTHS HAD SOMETHING TO EAT OR DRINK DURING THEIR VISIT (AT A RESTAURANT, SNACK BAR, COFFEE SHOP, ETC.).

KEY FINDINGS

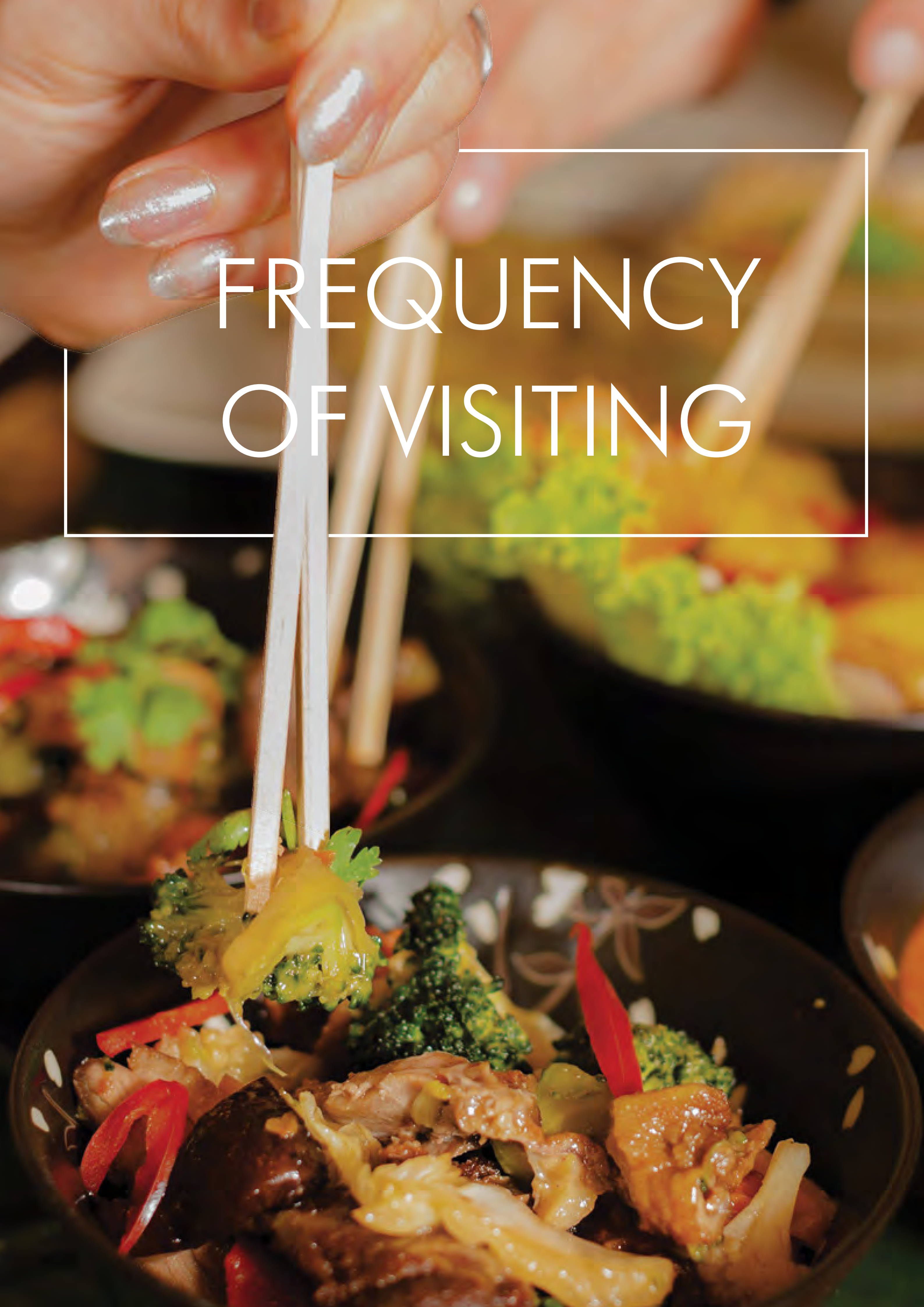
- 58% of people indicated that the food and beverage establishments available are extremely, very or fairly important when visiting a shopping centre.
- Half of the respondents visit a shopping centre once a week or several times per week.
- 100% of Polish respondents said they had visited a shopping centre at least once in the last 12 months.

- The food and beverage establishments available are extremely, very or fairly important when visiting:

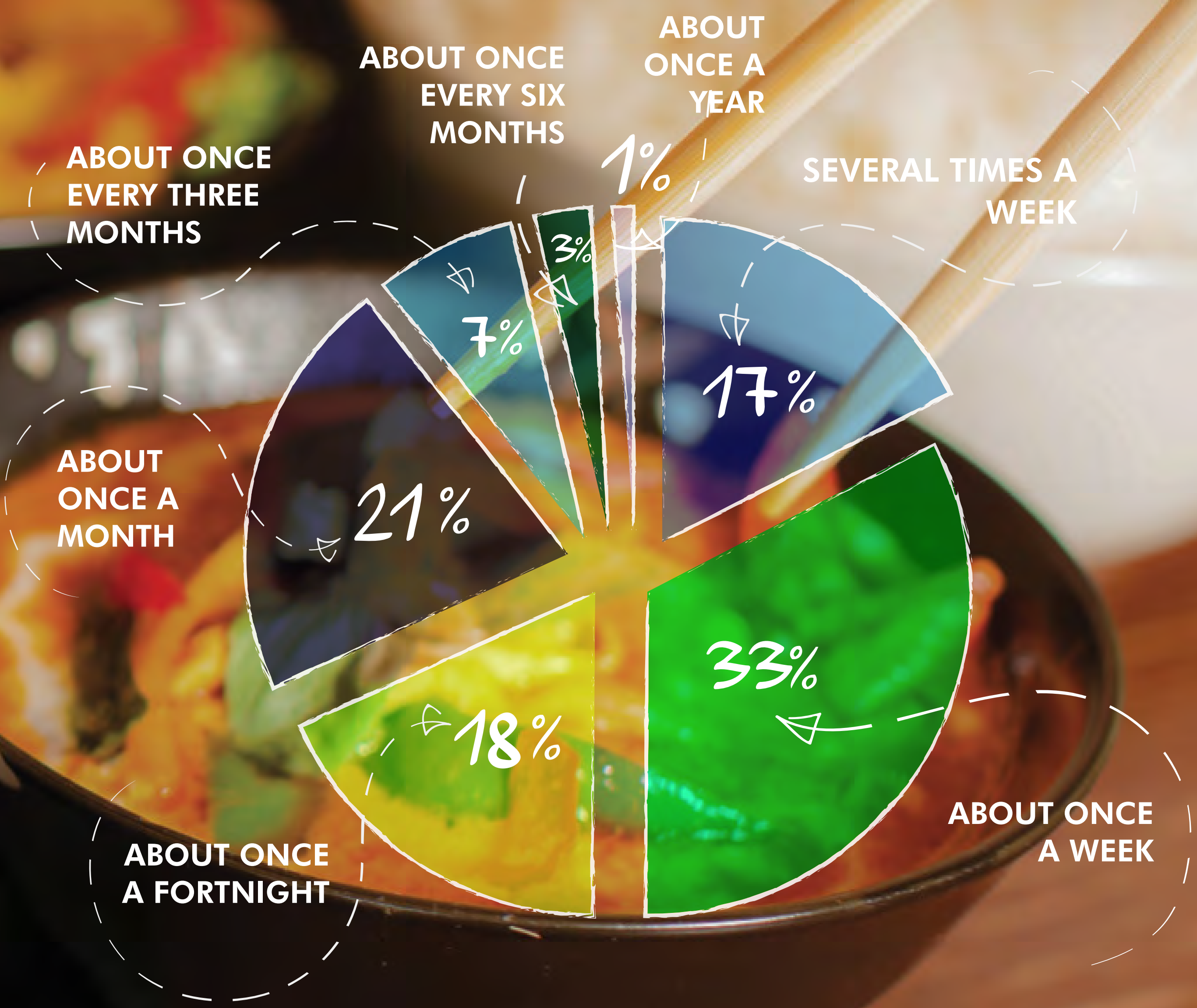


Source: CBRE, 2016

FREQUENCY OF VISITING



HOW OFTEN DO YOU VISIT SHOPPING CENTRES?



Source: CBRE, 2016

IN WHICH, IF ANY, OF THE FOLLOWING PLACES HAVE YOU HAD SOMETHING TO EAT OR DRINK (INCLUDING TAKE-AWAY) WITHIN A SHOPPING CENTRE IN THE LAST 12 MONTHS?

50% Restaurant chain

Fast food outlet 49%

48% Ice cream/dessert outlet

Coffee shop chain 24%

23% Independent restaurant

Independent coffee shop 21%

18% Snack outlet e.g. doughnut or pretzel kiosk, etc.

13% Bar or pub

Juice bar 14%

Source: CBRE, 2016

WHEN YOU VISIT SHOPPING CENTRES HOW OFTEN DO YOU HAVE SOMETHING TO EAT OR DRINK (AT A RESTAURANT, SNACK BAR, COFFEE SHOP, ETC.)?

54%

of respondents declared that at least sometimes they have something to eat or drink (at a restaurant, snack bar, coffee shop, etc.) when they visit shopping centres.

5% **Always**

12% **Nearly always**

16% **Very often**

21% **Sometimes/ occasionally**

6% **Not very often**

1% **Hardly ever**

39% **Never**

Source: CBRE, 2016

IMPORTANCE OF FACTORS WHEN CHOOSING WHERE TO EAT & DRINK

WHEN CHOOSING THE IMPORTANCE FACTOR, WHICH PLACE TO VISIT, HOW IMPORTANT IS THE F&B OFFER?

IMPORTANCE OF FACTORS WHEN LOOKING FOR A PLACE TO EAT OR DRINK IN A SHOPPING CENTRE (EXTREMELY OR VERY IMPORTANT)

66%	QUALITY OF THE FOOD
62%	VALUE FOR MONEY
54%	QUICK SERVICE
51%	CONVENIENTLY LOCATED
50%	ATMOSPHERE
48%	COMFORTABLE SEATING
43%	DEALS, OFFERS OR PROMOTIONS
32%	AVAILABILITY OF HEALTHY OPTIONS
28%	GOOD LIGHTING
27%	CHILD FRIENDLY
23%	FREE WI-FI
21%	NEW OR INTERESTING CONCEPT
17%	GOURMET OR UP-MARKET DINING OPTIONS

Source: CBRE, 2016

I TEND TO SPEND MORE TIME SHOPPING IF I ALSO HAVE SOMETHING TO EAT OR DRINK IN A SHOPPING CENTRE

RESPONDENT'S AGE	16-24	25-34	35-44	45-54	55-65
AGREE	37%	43%	41%	39%	39%
DON'T KNOW	30%	26%	28%	24%	28%
DISAGREE	33%	31%	31%	37%	33%

Source: CBRE, 2016

AVERAGE SPENDINGS

WHAT WAS THE APPROXIMATE AMOUNT SPENT PER PERSON ON FOOD AND DRINK IN SHOPPING CENTRES IN POLAND?

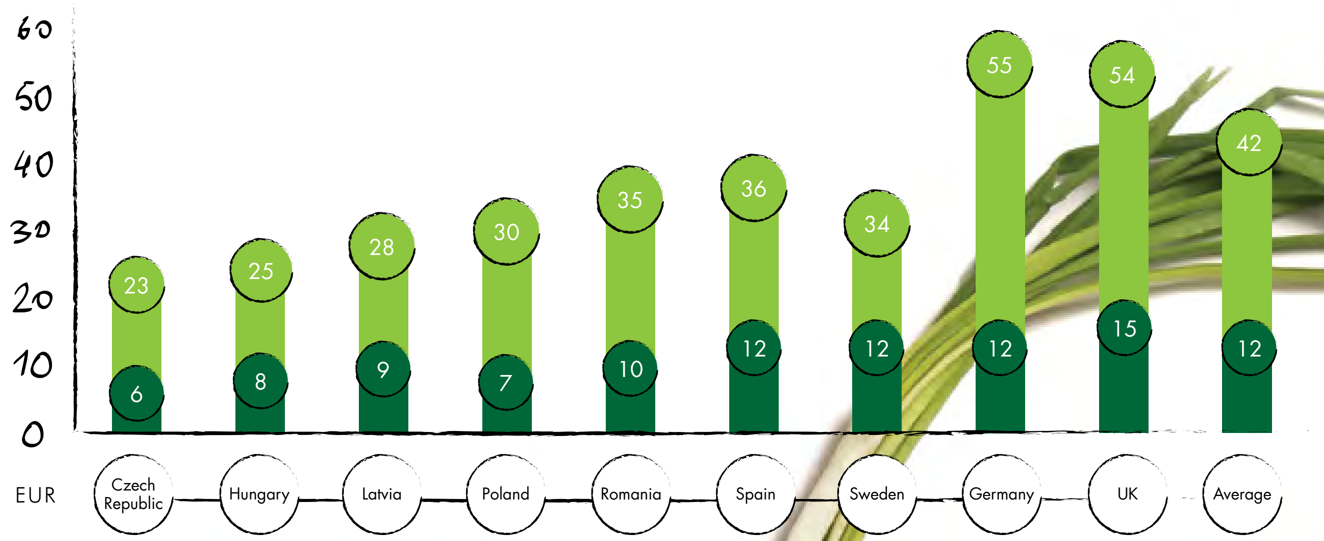
almost a half of respondents indicated they spend more than PLN 20 on food and drink in a shopping centre during one visit (per person)

AVERAGE SPEND PER VISIT ON FOOD AND BEVERAGE PER PERSON – EMEA STATISTICS

AVERAGE SPEND IN TOTAL ON EACH SHOPPING CENTRE VISIT PER PERSON (EUR)

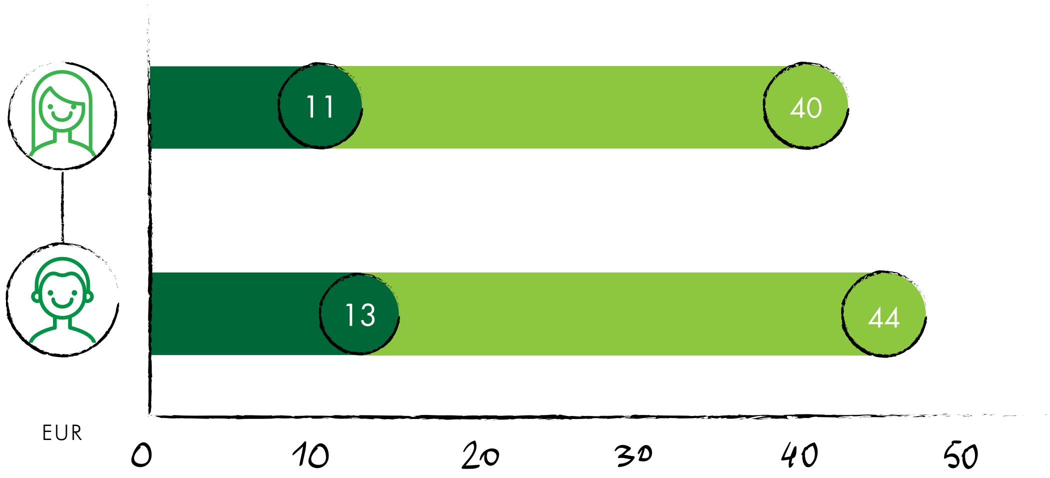
AVERAGE SPEND PER VISIT ON FOOD AND BEVERAGE PER PERSON (EUR)

BY COUNTRY



Source: CBRE, 2016

BY GENDER

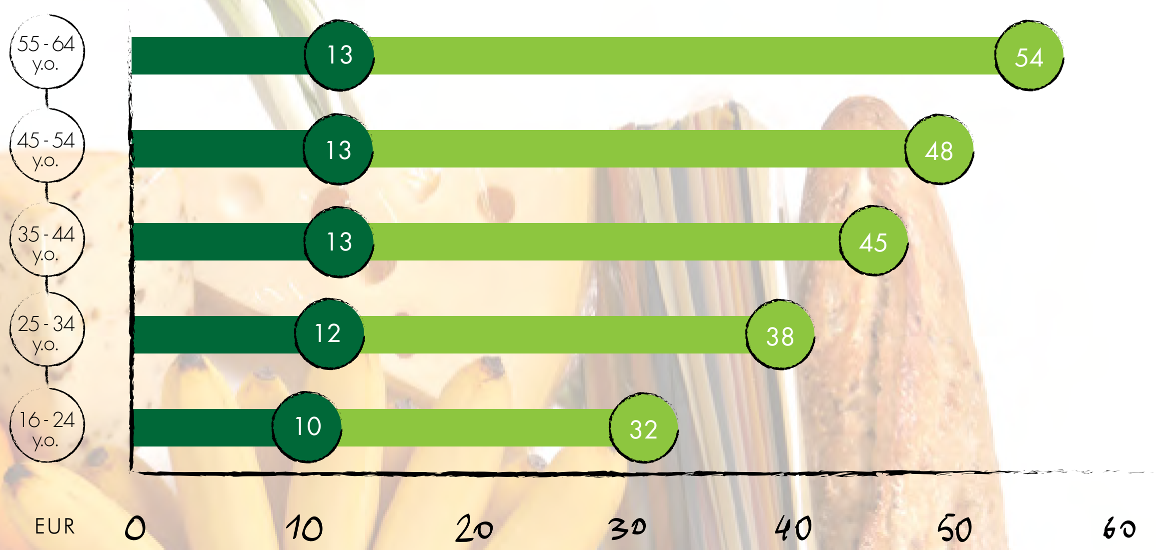


Source: CBRE, 2016

AVERAGE SPEND IN TOTAL ON EACH SHOPPING CENTRE VISIT PER PERSON (EUR)

AVERAGE SPEND PER VISIT ON FOOD AND BEVERAGE PER PERSON (EUR)

BY AGE



Source: CBRE, 2016


BRANDS

The most popular food & beverage brands present in shopping centres include fast food concepts such as McDonald's, Burger King, KFC, Subway and North Fish as well as other operators, including, among others: Pizza Hut, Bioway, Gorąco Polecam Nowakowski, Thai Wok, or Olimp with two complementary brands: Compañeros and Kebab by Olimp. In terms of cafes, there are several concepts present on the Polish market, such as Costa Coffee, A. Blikle, Grycan, E. Wedel and Starbucks. In addition to the brands active on the market, there are still newcomers fitting in the overall trend toward healthy food. The examples include LifeMotiv in Galeria Mokotów and SaladKi.

On top of that, there are also other concepts present, such as the Hard Rock Café in Złote Tarasy and Vapiano in Galeria Mokotów in Warsaw.

THE FUTURE

THINKING MORE GENERALLY, HOW IMPORTANT WOULD YOU SAY EATING AND DRINKING ESTABLISHMENTS ARE TO YOUR OVERALL EXPERIENCE WHEN VISITING A SHOPPING CENTRE?

58%

of respondents declared eating and drinking establishments as important to their overall experience when visiting a shopping centre.

IN WHICH, IF ANY, OF THE FOLLOWING SITUATIONS WOULD YOU BE MOST LIKELY TO STOP FOR SOMETHING TO EAT WHEN ON A SHOPPING TRIP, OR WOULD IT MAKE NO DIFFERENCE?

In a retail park	25%
In a shopping centre	23%
On a high street	6%
Somewhere else	2%
Would make no difference	34%
Don't know	10%

Source: CBRE, 2016

WHICH F&B ESTABLISHMENTS OR OPTIONS WOULD YOU LIKE TO SEE MORE OF?

- HUNGRY FOR HEALTH

JUICE BARS	35%
LACTOSE FREE	27%
HEALTHY/ORGANIC OPTIONS	35%
VEGETARIAN /VEGAN	21%
FAST FOOD	9%

Source: CBRE, 2016

- STARVING FOR NEW, INNOVATIVE AND UNIQUE CONCEPTS

Innovative food offerings	38%
Pop up restaurants or new concepts	29%
Independent restaurants	29%
Independent coffee shops or cafes	26%
Coffee shop chains or cafe chains	19%
Restaurant chains	14%

Source: CBRE, 2016

WHICH, IF ANY, OF THE FOLLOWING ASPECTS DO YOU FEEL NEED TO BE IMPROVED IN THE FOOD AND BEVERAGE OFFER?

53% of Polish shoppers said that an area of improvement for eating and drinking establishments in shopping centres is value for money, whilst 41% would like to see a better quality of the food served.

VALUE FOR MONEY	53%
QUALITY OF FOOD SERVED	41%
SPEED OF SERVICE	36%
MORE COMFORTABLE SEATING	36%
QUALITY OF SERVICE	27%
CHOICE AND RANGE OF FOOD AVAILABLE	25%
WI-FI ACCESS IN EATING ESTABLISHMENTS	24%
PROVISION OF CHARGING PORTS FOR ELECTRONIC DEVICES	23%
CHILD FRIENDLY OPTIONS	22%
ATMOSPHERE / SURROUNDINGS	20%
QUALITY OF DRINKS SERVED	16%
HEATING OR AIR-CONDITIONING	12%
IMPROVED OR REFURBISHED FOOD COURTS	11%
LIGHTING	6%

Source: CBRE, 2016

WHICH SHOPPING CENTRE FACILITIES WOULD YOU LIKE TO SEE MORE OF? - SUMMARY

COMFORTABLE RELAXATION AREAS	42%
PARKING FACILITIES	43%
INFORMATION POINTS / SIGNS	39%
INDEPENDENT RETAILERS	32%
INTERNATIONAL FASHIONS BRANDS	30%
LARGE FASHION SHOPS	29%
ENTERTAINMENT FACILITIES (CINEMA, BOWLING)	24%
CHILDREN'S FACILITIES	24%
CENTRAL CLICK AND COLLECT FACILITIES	22%
FOOD AND DRINK OUTLETS	**22%**
FACILITIES/ SERVICES (BANKS, HAIRDRESSERS, ETC.)	22%
DEPARTMENT STORES	20%
PREMIUM OR LUXURY BRANDS	13%
NONE	17%

IF A SMARTPHONE APP WAS AVAILABLE FOR A SHOPPING CENTRE WOULD YOU BE LIKELY TO USE IT? THIS APP WOULD PROVIDE FULL DETAILS OF THE STORES AND FACILITIES, AS WELL AS OTHER FUNCTIONALITIES SUCH AS THE ABILITY TO BUY AND RESERVE GOODS AT DIFFERENT STORES.

Yes	No	Already using	Don't know
48%	19%	3%	30 %

Source: CBRE, 2016

WOULD YOU LIKE TO SEE MORE OF, LESS OR NO CHANGE: - FOOD AND DRINK OUTLETS - SUMMARY

More	Less	No change	Don't know
22%	8%	63%	7%

Source: CBRE, 2016

Prime shopping centres as well as retail schemes defined as third generation and urban retail galleries are more and more focused on the food & beverage offer. The share of gastronomy tenants has been increasing over the last few years.

- About 30% of the respondents said that there is a lack of top quality restaurants to visit for a special meal within shopping centres.
- 48% of respondents agree with the statement: 'I almost always end up visiting the shops when I go to a shopping centre, even if the main reason for my visit was to go to for something to eat or drink'.
- 26% of respondents agree with the statement: 'I will sometimes visit a shopping centre just to go to a restaurant or coffee shop'.
- 64% of respondents agree with the statement: 'For me it is often a spur of the moment decision to get something to eat and drink when visiting a shopping centre'.
- Respondents believe quality of the food, value for money and quick service are the most important factors when looking for somewhere to eat or drink in a shopping centre. They also indicated these three factors as the top three that need to be improved in Polish shopping centres.

SUMMARY

I visit shopping centres at least once a month — 89%

I almost always end up visiting the shops when I go to a shopping centre, even if the main reason for my visit was to go to for something to eat or drink — 48%

I tend to spend more time shopping if I also have something to eat or drink in a shopping centre — 40%

I spent more than PLN 20 per person on food and drink in the shopping centre during one visit — 49%

I had something to eat or drink during my visit in the shopping centre in the last 12 months — 61%

Stopping for something to eat or drink is an important part of the experience for me when visiting a shopping centre — 23%

Source: CBRE

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