

TAKE A BITE OF SUCCESS

A UNIQUE FOOD & SHOPPING EXPERIENCE





**A RESTAURANT
EXPERIENCE**

**AT A
FOOD COURT
PRICE**





SOMETHING FOR EVERYONE

“ Lisa wants pizza.
Peter likes pasta.
Anna wants goulash.
The baby needs baby
food and a warm
bottle. No problem.
We have something
for everyone. ”





A FOOD AND SHOPPING EXPERIENCE

As customers stay longer in shopping centres, they are more likely to stop for food at least once during a visit. Be it a coffee and a cake, a quick snack or a full meal; customers are spending money and time, eating and drinking in our centres.

OUR PORCELAIN FOOD COURT

Inter IKEA Centre Group designs and builds with a Scandinavian touch; simple and functional design, clean lines and smooth ergonomic features. Our fantastic food courts have shared-seating areas and great dining and social spaces. But the unique difference in our food courts is that we serve all food on porcelain. Eating with stainless steel cutlery, from a porcelain plate and drinking from a real glass is a sign of quality and style and attracts a wider range of customers. A restaurant experience at a food court price.

Serving on porcelain means food stays hot longer, so customers enjoy its full taste. To further enhance the customer experience, we encourage our operators to prepare and cook fresh ingredients in front of the customers.

OUR FOOD HUB

Our unique porcelain food courts are a part of our food hub, a full gastronomic experience for customers. In our food hub you can also find a wide selection of full dining restaurants with table service, traditional American fast food operators for a quick bite, a diverse range of café and bar concepts, or an ice cream treat. We want our customers to be able to take some time out and enjoy the company of friends and family in the shopping centre.

“Children and families are very important to us. We provide re-usable plastic plates and cutlery, highchairs, children’s play areas as well as microwaves for baby food.”



SAVING AND EARNING

“Serving food and drink on porcelain and glassware enhances the perception of quality, making it possible for operators to increase their margins.”



SAVING THE PLANET

Sustainable development is a shared obligation. Not using disposables in the food court means that, together, we can make an important contribution toward minimising waste from the centre and exceeding customer expectations on the whole food court experience.

SAVING MONEY

When you join our food court, you only need to focus on preparing and serving food. Your focus can be on delivering a high level of service to your customers. Inter IKEA Centre Group staff takes care of all other functions and the cost is distributed among food court units.



LABOUR



OPERATING ALONE

You are responsible for paying the labour required to clean your seating area, collect and wash the porcelain, as well as preparing food and serving your customers.

IN OUR FOOD COURT

Less staff required. You only need to focus on preparing and serving food, saving labour costs. IICG staff will clear and maintain the seating area and wash the porcelain, with the labour cost divided among all operators.

PORCELAIN



You need to purchase the porcelain, cutlery and glassware as well as disposables before opening the unit, which affects your cash flow. Also, you will have to replace damaged porcelain, cutlery, glassware and trays each year.

We provide and replace all porcelain, cutlery and glassware. We purchase porcelain in volume at a lower cost.

Fewer disposables are needed. The cost for disposables is usually 3-7% of the annual turnover.

EQUIPMENT



You need to purchase a dishwashing machine for your unit, and pay for the cost of energy, dishwasher chemicals, equipment maintenance and replacement.

Low equipment costs. We provide dishwashing machines and staff to work them. We can purchase chemicals, water and energy at a lower cost through the scale of our operations. All costs are divided between the operators.

REFUSE



You are responsible for the full cost of refuse collection from your unit.

Waste disposal savings. Based on volume, the cost for refuse collection will be lower and is divided among all operators. As less staff involvement is required to keep the centre free from waste caused by disposables, further savings can be made.

FURNITURE



You purchase all the furniture for your unit and pay for the full cost of maintenance and repair.

Shared furniture costs. We purchase all the furniture at a lower cost due to volume.

UNIT SPACE



You need a unit large enough to include space for a seating area, storage, kitchen, dishwasher and staff facilities.

Lower rental costs. You are able to optimise space in your unit, with the shared dishwasher and seating area located outside your premises. Less space is required to operate your business, saving on rental costs and making your unit more efficient.

LETTING YOU DO WHAT YOU DO BEST



OPERATION AND MAINTENANCE

We have a defined set of standards and systems that are designed to provide efficient operation of the food court on a daily basis. Our staff will make sure that everything runs smoothly at all times, leaving you to do what you do best.

Our commitment to you is that we will look after the seating area, we will clear, wash and store the porcelain, and we will deliver it back to you.

COMBINED EFFORTS, UNIQUE EXPERIENCE

Our experience in operating shopping centres is extensive. And you, our foodservice operating partners, are professionals in your industry. By working together we can offer our guests the best food court experience, ensuring more visits more often.



1. CLEAR

Customers are encouraged to clear dirty porcelain, but our dedicated front-of-house staff is there to assist and reset the tables.



2. WASH

Our back-of-house staff sorts the dirty porcelain and operates the common dishwasher.



4. DELIVER

Our staff returns the clean porcelain to each unit on an as-needed basis.



3. STORE

Our staff stores the clean porcelain in the common storage room.

JOIN OUR FOOD JOURNEY

“With IKEA as main anchor, we attract customers who will drive 60 minutes to visit our centres.”



CREATING SHOPPING CENTRES TOGETHER WITH IKEA

Inter IKEA Centre Group, established in 2001, is owned by IKEA Group and Inter IKEA Group. We develop, own and manage shopping centres in partnership with IKEA stores. We offer commercially attractive, family-friendly and well-managed retail destinations that meet the needs of many people. With headquarters in Copenhagen, Denmark, we manage over 1 000 000 m² of retail space in 9 countries. This area will increase substantially over the next few years, as we now have established subsidiaries with development in Serbia, Croatia, Italy and China.

THE MOST ATTRACTIVE FOOD OFFER

We aim to be the market leader in shopping centre food offers and want to stand out from the competitors by offering our customers high quality and service. Our porcelain food courts mark our commitment to this ambition and take us forward towards a sustainable future in shopping centre operations.



THE RIGHT FOOD COURT PARTNERS

Good quality food and excellent customer service. That is what it takes to be a part of our team. We seek operators with a passion for delivering food and drink that exceeds customer expectations.

We establish a quality mix of operating partners who share our vision of freshly prepared food, interaction with our customers and the ability to deliver the highest standards each day, every day. We work hard to ensure that each operator is unique and fits with the food court environment and the other operators. In return, we can offer you a unit in an excellent location, trading alongside other operators, in a scheme that attracts an extensive range of customers. Our centres boast high levels of footfall, which is, of course, complemented by the presence of the IKEA store, and you will benefit from our experience in operating the food court front-of-house functions.





JOIN US NOW

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