

**March 2018**  
**NEWS RELEASE**



## **BIG MOOSE COFFEE CO. DEBUTS AT ST DAVID'S**

The St David's Partnership, owners of St David's in Cardiff, one of the UK's premier retail and leisure destinations, has today announced that Big Moose Coffee Co. has opened its first café at St David's.

The new 1,552 sq ft café, located on Frederick Street, has been launched in conjunction with the St David's Partnership. The employees include individuals affected by homelessness who are supported by Welsh charity Llamau. Founded by father-daughter duo Jeff and Chloe Smith, Big Moose Coffee Co. provides visitors with delicious food and coffee in a friendly atmosphere, whilst helping homeless and other disadvantaged people get back into work and society.

Part-time positions, barista training and mentoring for careers in the food and hospitality sector form the support provided by Big Moose Coffee Co. The store design has been carried out by an in-house team and includes space for 65 covers.

Speaking on behalf of the St David's Partnership, a joint venture between Landsec and intu, Colin Flinn, intu's regional managing director - west, commented on the news: "We are

delighted to be supporting this life-changing Big Moose Coffee Co. initiative. Big Moose's work in tackling homelessness in Cardiff is vital, and the new café will bring a new dining element to St David's, providing greater choice for consumers."

Jeff Smith, founder of Big Moose Coffee Co., the company's parent charity, said: "The café idea was born after over two years of helping feed and clothe the homeless of Cardiff. We wanted to take it further and provide them with the skills to help rebuild their lives, and that's when we thought of the Big Moose Coffee Co. concept. We are passionate about supporting these people and setting them up to get a new start in life. The St David's café will be a great location for our baristas to learn new skills and gain experience interacting with customers in a busy commercial centre."

In the run-up to the opening, a seven-day kick-starter campaign to raise funds for the refurbishment of the new premises was launched receiving over £30,000 in donations.

This announcement follows the news that Wagamama has unveiled its newly refurbished restaurant interior at St David's. Last year, YO! Sushi and TGI Friday's also revamped their stores within the centre, further enhancing the dining experience for customers. New store openings and signings included Virgin Holidays, CK Underwear, Stradivarius and Lovisa.

JLL and Cushman & Wakefield advised the St David's Partnership. Big Moose Coffee Co. represented themselves directly.

**Ends**

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### **About St David's Cardiff**

St David's shopping centre provides over 1.4 million sq ft of retail and leisure space and over 180 stores. Since opening its doors in 2009, it has put Cardiff firmly on the map as one of the UK's best shopping cities.

St David's has secured a continuous stream of high calibre retailer and restaurant openings over the past five years, including many brands that have made their debut or introduced new concept stores into Wales such as H&M opening its top 3 performing store. Recent brands also include Barburrito, Scotts, Kiko, size? and Wahaca.

St David's is anchored by Marks & Spencer, Debenhams and the largest John Lewis outside of London. The centre is also home to a mix of national and international retailers, such as Primark, New Look and River Island, in addition to premium brands and independents. These include Hugo Boss, Radley, Vivienne Westwood and Jo Malone. The dining offer at St David's is equally impressive, with brands such as Wahaca and wagamama.

[www.stdavidscardiff.com](http://www.stdavidscardiff.com)

### **About intu**

intu own many of the UK's most popular retail destinations with super regional centres such as intu Trafford Centre and intu Lakeside and vibrant city centre locations from Newcastle to Watford.

We are passionate about creating uniquely compelling experiences, in centre and online, that attract customers, delivering enhanced footfall, dwell time and loyalty.

We are committed to our local communities, our centres support over 120,000 jobs representing about 3% of the total UK retail workforce, and to operating with environmental responsibility.

[intugroup.co.uk](http://intugroup.co.uk)

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### **About Landsec**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience. Find out more at [landsec.com](https://www.landsec.com)