



P R E S S R E L E A S E

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For immediate release

BLUEWATER POP-UPS WIN AT REVO OPAL AWARDS

Leading the way with successful experiential pop-up spaces, Landsec has announced that Bluewater has won a duo of awards for the **Chapel Down** and **Shepherd Neame** seasonal pop-up shops at the annual Revo Opal Awards. The awards in the 'Pop Up Shops/Temporary Lets' category acknowledge the positive impact of commercialisation activity on retail and leisure environments.

The unique showcasing of Britain's oldest brewer, Shepherd Neame, and its experience-focused offering proved popular with consumers. The judges at the Opal Awards praised the store, commenting: "The idea of holding a tour highlighting the process of making beer, immersing people in such an old brand, is extremely well thought out and shows a level of passion for the brand".

Chapel Down also added to Bluewater's commitment to providing guests with experiences that are unique, with its daily wine tastings and food matching events. The brand brought Bluewater bespoke window displays made up of their own wine bottles, on which the judges at The Opal Awards commented: "The creativity used here is a testament to all those involved – the shop looked great!".

Robert Goodman, Bluewater's General Manager, said on behalf of Landsec, co-owner and asset manager of Bluewater: "We are delighted to receive these two Opal Awards for Shepherd Neame and Chapel Down. Such strong independent recognition is a great endorsement of our strategy to deliver surprising and memorable experiences at Bluewater. It has also been great to work in

partnership with two such highly regarded local brands, both of which formed part of our Best of Kent activity last year.”

Jonathan Neame, CEO of Shepherd Neame, added: “Our seasonal pop-up at Bluewater provided us with a great opportunity to engage with Bluewater’s guests, immersing them in the Shepherd Neame brand. Visitors to the store could not only taste our products, but also experience the history of our brand. We are extremely pleased to receive this recognition as an exemplary pop-up.”

The Revo Opal Awards celebrate the unique commercial brand offerings from retail environments, recognising and promoting key examples across the retail and leisure marketplace. The awards provide brands, agencies, and landlords with the status of best practice in the industry.

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For further information, please contact Nick Thornton or Amanda McNally at Aver via nickthornton@aver.uk.com or amandamcnally@aver.uk.com.

Notes to Editors

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.

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