



Press release



Title **White Rose on cloud dine with ProCook signing**
From **Landsec**
Date **5 August 2021**

Landsec has announced the opening of the UK's leading kitchenware brand, ProCook, at White Rose Shopping Centre, Leeds, Yorkshire's premier out of town, all-day retail and leisure destination. The new store is the second for ProCook in a top-performing retail and leisure destination, following the recent launch at Bluewater. ProCook is also the ninth brand to have joined White Rose or upsized at the centre in the last 12 months.

The 2,786 sq ft White Rose ProCook store stocks a wide range of cookware, tableware, and kitchen accessories, covering every kitchen item needed by the home cook. High quality pots and pans, knives, baking equipment, and accessories are available at the store in the centre's North Mall.

Since launching over 25 years ago, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist with around 50 own-brand stores nationwide. Its mission is to supply the best quality cookware, diningware, and kitchenware at the best possible price.

Andy Kerr, Retail Director at ProCook, said: "White Rose is the perfect destination for us to open in as we expand across the UK. We believe in the continued benefit of physical retail as part of a multi-channel offer, and see huge opportunities in select retail-led destinations such as White Rose."

White Rose has had a busy 12 months of leasing, with over 25,000 sq ft of space let to new brands and upsizes. ProCook will neighbour **Footasylum**, which doubled its presence at the destination during the pandemic to 7,980 sq ft. It is joined by fellow lifestyle and footwear brand **Skechers**, which opened a new 4,149 sq ft store last year, and a new standalone **Yankee Candle** store covering 1,916 sq ft. Bringing locally-designed outdoor clothing to White Rose is **TOG24**, the Yorkshire favourite having taken 2,869 sq ft in the heart of the destination.

Meanwhile, White Rose's F&B offer has been bolstered by the addition of leading food-on-the-go retailer, **Greggs**, which increased the size of its store by over 50% to 1,174 sq ft, following a sustained period of strong performance. White Rose has also recently announced the opening of a 2,273 sq ft **Mozza**, the Scottish wood-fired pizza specialist, for their English debut restaurant, with Australian brand, **Bakers + Baristas**, and Indian dessert specialist, **Cha Cha Chai**, enhancing the F&B offer with 1,442 sq ft and 535 sq ft units respectively.



Pablo Sueiras, Senior Portfolio Director at Landsec, commented: “Signing ProCook for their second store of this type in the UK is a great statement for White Rose; they are an exciting brand that will be hugely popular with our guests. Their arrival showcases Landsec’s ability to build cooperative relationships with brand partners, working with them to create opportunities to build their businesses in new locations. Considering the other deals completed in the last twelve months, White Rose has really shown its resilience through this difficult period, driven by the appeal of its evolving offer to the surrounding community and wider catchment.”

White Rose is a leading regional destination for Leeds and Yorkshire, with 5,000 parking spaces allowing safe access to over 800,000 sq ft of retail, dining, and leisure. By combining convenience in the form of Sainsbury’s and M&S, with leading retailers such as Primark and Zara, and leisure operators including an 11-screen Cineworld with IMAX, The Escapologist, and a varied F&B mix, White Rose creates a genuine all-day offer.

Time Retail Partners and JLL represent Landsec on the retail, while Pudney Shuttleworth and JLL advise on the F&B and leisure at White Rose.

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About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £10.8 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)

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