

# TASTE OF LIFE

LIFESTYLE AND FOOD IN FRANKFURT

**COSMOPOLITAN**

GERMANY'S MELTING POT

**VIBRANT**

HOT SPOT DESTINATION ZEIL

**FUTURISTIC**

THE NEW FOODTOPIA

**GLAMOROUS**

ASTOR FILM LOUNGE

# Dear Reader,

# MyZeil



FRANKFURT IS BOOMING. This city on the banks of the Main River has impressive economic growth, a steadily increasing population and a lively and livable atmosphere. Whether it's a glittering banking district or an international airport hub, a successful exhibition center or a cultural hot spot: Frankfurt offers space for working, living and enjoying life. The city attracts a young and international crowd with a lot of purchasing power and an interest in leisure activities. Frankfurt is a city with heart and atmosphere.

“MyZeil in Frankfurt combines Lifestyle and **FOOD** in completely new ways.”

*And at MyZeil, we aim to combine retail, food, leisure, and entertainment uniquely in the future: Right in the heart of the city – in the successful Zeil shopping district – a location that allows visitors to relax and enjoy themselves and shop in a high-quality urban environment while unwinding and enjoying high-quality entertainment.*

Our aim with the “Taste of Life” magazine is to whisk you away for a few moments, showing you that lifestyle and food are an integral part of Frankfurt. Learn more about the people and products that enable you to truly enjoy and experience the city. You'll be inspired by the ideas and innovations that are making MyZeil the new place to be in Frankfurt.

I HOPE YOU ENJOY READING THE MAGAZINE!

*Steffen Eric Friedlein, Senior Director of Leasing Germany and thus the person responsible for leasing all ECE shopping centers in Germany, thinks Frankfurt is the perfect place for shopping, entertainment and food all rolled into one.*

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# frankfurt

WHAT DO YOU THINK  
OF WHEN YOU  
THINK OF FRANKFURT?  
SKYSCRAPERS AND  
"MAINHATTAN"?  
APPLE CIDER AND SAUSAGE?  
BANKFURT?

People have a lot of  
preconceived notions  
about this city along  
the banks of the  
Main River but it has so  
much more to offer.  
On the following pages,  
we'll pull back the curtain  
and reveal why Frankfurt is  
regularly voted one of the  
most livable cities  
in the world.

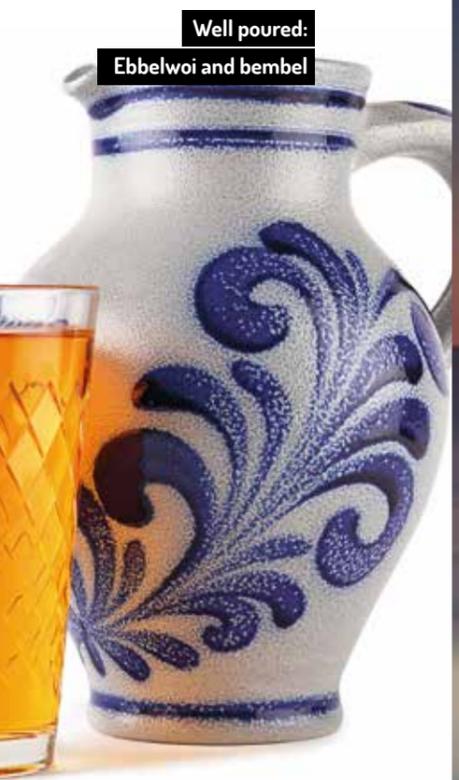
# GERMANY'S most international CITY



There's a lot to discover!



A no-no with "Handkäs":  
Never eat it with a fork!  
Those in the know cut  
it with a knife and then  
spread it on bread.



Well poured:  
Ebbelwoi and bembel

## A METROPOLIS FOR GOURMETS...

Visitors to Frankfurt will find the city easygoing, cosmopolitan and tolerant – and they'll have a choice of culinary specialties from nearly every cuisine in the world: from exotic Caribbean food to refined Asian dishes to the latest creations from young German star chefs.

Without a doubt, you'll find something to enjoy in Frankfurt: After all, there's a reason the city center has a street called "Freßgass" – German for "munch street" – where food merchants, butchers and innkeepers set up shop in the 19th century. Visitors to Frankfurt have to try the city's local specialties. These include classics, such as "green sauce" (see our recipe on page 13) and the famous "Handkäs mit Musik", or "hand cheese with music" – so-called because of the "music" produced by the onion and vinegar marinade the cheese is served in.



Over the Main  
and back:  
the Iron Footbridge



New York? – No, Frankfurt!

## ...AND ART LOVERS

Foodies aren't the only ones who will be spoiled in Frankfurt, the city also has a first-class art scene: The Schirn Kunsthalle, the Museum für Moderne Kunst and the Städel Museum, which recently underwent a spectacular expansion, draw art lovers from around the world to Frankfurt. And the Schauspiel Frankfurt regularly offers some of the most exciting productions in German theaters.



Big-time theater:  
Schauspiel Frankfurt

Let's start with some superlatives. Frankfurt is one of the most important financial cities in the world and Europe's largest exhibition center, home to both the world's most important book fair and the most popular auto show. Its airport is among the largest in the world, and of course Germany's most famous poet, Johann Wolfgang von Goethe, was born here as well. Even more exciting, however, is a less well-known superlative. Frankfurt can also be called Germany's most

international city. People from more than 180 countries live here and nearly a third of the city's residents have a foreign passport – no other large German city can claim such international flair.

In Frankfurt's city center, you'll find Anatolian grocers and bankers from the US, Chinese businessmen, Lebanese restaurateurs and dancers from the UK.



Excellent global  
connections:  
Frankfurt Airport

## ART PLUS FOOD: THE "FREITAGSKÜCHE"

Every Friday, this now legendary event draws artists, designers, gallery owners and others in the art community to a rear courtyard – where one of them cooks a meal for the rest of the guests. The event is both lively and casual: Everyone sits together at a long table – and everyone is welcome.



# THE ZEIL



What the Kudamm is to Berlin, the Zeil is to Frankfurt: a lively urban thoroughfare and one of the most popular and highest-grossing shopping districts in Germany. Initially a cattle market in the Middle Ages, the street has constantly reinvented itself over the centuries.



The Zeil shopping area is a pedestrian zone that runs from the Hauptwache in the west to the Konstablerwache in the east: What started as a market for oxen and pigs, in the 19th century gave way to magnificent townhouses for wealthy merchant families and luxury hotels for visitors to the city's trade shows.

The Zeil changed again in the Wilhelmine Period around 1900. This is when the first large-scale modern department stores were built, giving the street its retail character. And the people who ran these businesses knew that they had to keep up with the latest trends.

That's how the Zeil became the lively urban shopping destination that it is today. more than 500 meter Shopping Street is home to elegant fashion boutiques, restaurants, department stores, longtime Frankfurt businesses and large flagship stores of international brands with upwards of 15,000 visitors per hour. And right in the middle is the stunning MyZeil shopping center.

**“ AND NOW WE'RE AT THE FAMOUS ZEIL. ALL OF THE LUXURY THAT THE INNOVATIVE SPIRIT OF THE INDUSTRIAL AGE HAS DEvised CAN BE FOUND DISPLAYED HERE IN GLEAMING AND OFTEN MAGNIFICENT SHOPS. ”**

(From a tourist guidebook published in 1843)



# MY ZEIL

*THE SWIRL OF FRANKFURT*

SHOP, ENJOY,  
CHILL, RELAX - ON  
EIGHT LEVELS IN A  
DISTINCTIVE  
BUILDING:  
WELCOME TO THE MOST BEAUTIFUL  
SHOPPING CENTER IN GERMANY!

## EXPRESSIVELY AND ELEGANTLY

...the giant glass funnel swirls inward, magically drawing passersby into the Zeil. The transparent exterior allows sunlight to flood into the shopping center, while simultaneously providing a clear view of the striking skyline. Light, transparency and, at 42 meters, Europe's longest cantilever escalator - everything flows here, allowing visitors to be transported through the innovative experience of the MyZeil shopping center.



## ONLY HERE

High-quality shops from top German and international brands, leisure activities from fitness to a premium cinema, and a selection of the best restaurants: MyZeil offers a unique and diverse mix of businesses. Each level has a special focus that defines the range of options that is available. Among these businesses are many

brands that have not been available in Frankfurt or at the Zeil before. The MyZeil shopping center is easy to reach from the tram and metro stations located in the nearby Hauptwache. Those arriving by car have direct access to Frankfurt's largest underground parking garage with 1,390 parking spaces.



# NEW ON THE ROCKS

# COCKTAIL

## 2016 TRENDS

Sex on the Beach is yesterday's drink – experimental mixologists have long been serving up new and exciting cocktails. Here are a couple of them.



Trend 1

### THE THEME DRINK

Theme parties are popular – now here are some cool theme drinks: Whether it's a zombie cocktail at Halloween, a drink with a set of false teeth in it at a goth party or a champagne high heel at a Hollywood party – there's a drink for every theme. But one rule applies for every theme drink: Creativity counts most!



Trend 2

### FOODPORN DRINKS

Chewing, not just sipping a drink: If your idea of a garnish is a cherry, it's time for a rethink. Swimming on a slice of cucumber, a tuna fish tartar roll crowns every vodka martini, turning this classic cocktail into a multi-sensory taste experience. Vegans can enjoy an herb popsicle in a gin fizz.



Trend 4

### YOUR EYE DRINKS, TOO

Sure, they have to taste good – but it's becoming increasingly important for cocktails to win points for their looks, too. That's why London's top bartenders like to serve their creations in old cans or even in stylish top hats.



Trend 3

### TO YOUR HEALTH!

In an age when smoothies are all the rage even cocktails can be healthy. That's why drinks in which wine and Aperol replace hard liquors are on the rise. One exception is tequila – after all, it has healing powers.



Some things never change: Shaken, not stirred!



FOR THOSE IN THE KNOW  
It is just a legend that green sauce was Goethe's favorite dish – the first recipes only date to 1850.



Frankfurt's green sauce is a cold sauce made with seven different fresh herbs. Since 2015, an EU regulation has stipulated that the ingredients for the original green sauce have to come from Frankfurt or one of its adjoining municipalities and be packed by hand. And it's the first sauce with its own monument (in the Oberrad district)!

# very GREEN



### THE CLASSIC RECIPE

Ingredients for 4 servings

300 g of fresh herbs, including parsley, chives, sorrel, borage, watercress, chervil and salad burnet. Add 2 boiled eggs, 500 g of sour cream or crème fraîche, soured milk, 1 tablespoon of vinegar, oil, salt, pepper.

Puree herbs and milk products in a blender until it turns a nice green color. Add eggs and salt and pepper to taste; let sit in the refrigerator for 2 hours. Serve with fresh potatoes boiled in their skins and hard-boiled eggs.



# WELCOME TO

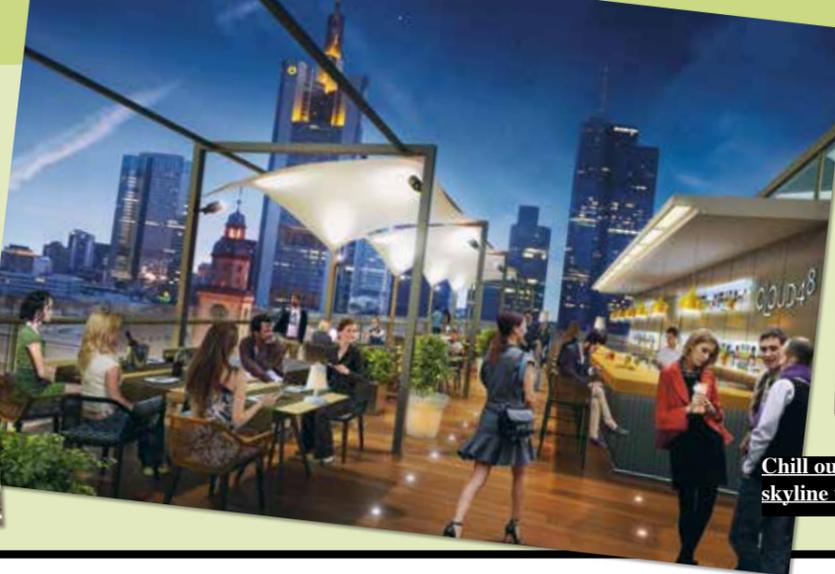


Etagenübersicht





**Welcome clock:**  
The guests are greeted by a large kinetic light sculpture



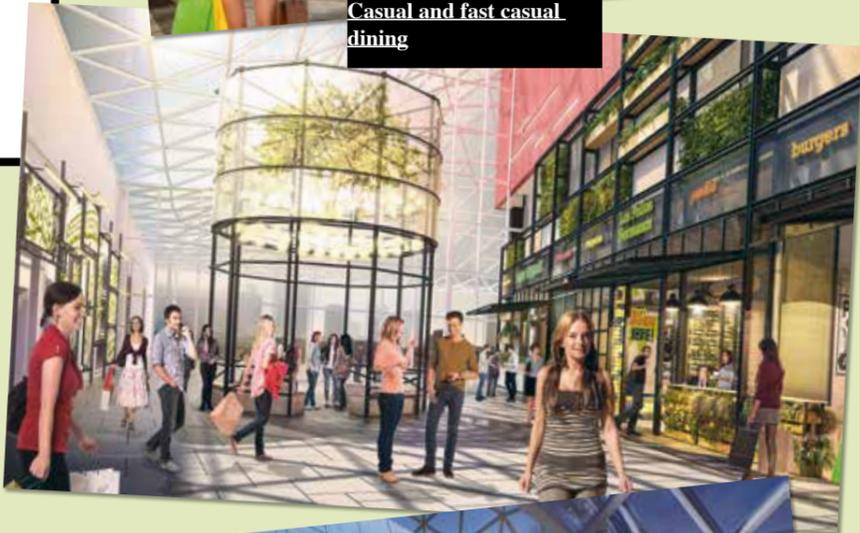
**Chill out with a skyline view**



**Amazing: Social drinking under the glass roof**



**Seduced atmosphere:**  
Casual and fast casual dining



# FOOD TOPIA

**WELCOME TO FOODTOPIA!** Frankfurt residents and their guests can look forward to a spectacular new food and entertainment destination in the city: "Foodtopia" will open on the fourth floor of MyZeil by the end of 2018.

Seven different dining areas will offer a wide variety of food concepts that will leave no wish unmet – a diverse mix of the trendiest high-quality international and regional vendors, smart lunch restaurants, exclusive dining locations and cool bars.

**Special feature:** Foodtopia will be open to its guests well beyond the normal shopping center hours. Early birds can choose from a variety of cafés to enjoy special coffee drinks or a full breakfast starting at 8:30 a.m. There will be an extensive offering of high-quality and quick meals at midday, for everything from a quick bite to a proper business lunch. In the afternoon, cafés will offer snacks and cakes while pop-up concepts, cooking shows, wine tastings and other events will be on offer in the event space on the 4th floor. The casual dining areas will offer stylish dinner options in the evening either under the spectacular glass roof of

MyZeil shopping center or with unforgettable views of the outer terraces.

The **Astor Film Lounge**, an art house cinema with exceptional service, provides exclusive entertainment. The space can also be booked for film screenings or private events. After dinner or a film there are numerous options for enjoying drinks with friends in a unique atmosphere. **Foodtopia doesn't close until well after midnight.**



Foodtopia at MyZeil – it's not just another food court in the city. Foodtopia is the new restaurant district high above the Zeil with an exceptional atmosphere and spectacular views of the skyline and city, which can be enjoyed on four different outdoor terraces with a wide variety of restaurant concepts. There are three outdoor terraces on the 4th floor, directly in Foodtopia. Another terrace is located on the 7th floor.

The interior also offers guests a special ambience with a number of elements borrowed from the international culinary scene, including green elements from urban gardening in the facade and vintage industry design elements, providing a look that is both visually striking and has real urban feel.



**Exclusive Entertainment**



# “MARKET HALL re-interpreted”



**MARC BLUM**

*Maria Mateo Navarro, Department Head, and Marc Blum, Director, both in the ECE Creative Design department, on the cool concept, urban design, and diverse ideas intended to create something special at MyZeil.*

**MARIA MATEO NAVARRO**



**What is so special about Foodtopia?**

*Marc Blum:* Foodtopia is a comprehensive experience focused on eating and enjoying yourself with a broad array of offerings, each of which is very individual and of high quality.

We have completely reinterpreted the atmosphere of a market hall with its diversity of options and its sensations. We want to appeal to all of our guests' senses: with green walls, a casual urban design and a full range of ways to enjoy oneself – from live cooking shows through fine dining concepts to a cool bar in the evening.

**What do the different areas of Foodtopia represent?**

*Maria Mateo Navarro:* They represent the incredible diversity of Foodtopia. For example, the fast casual area is good for a quick and tasty lunch, while the casual dining area offers exclusive cuisine and more time to enjoy it. And Foodtopia has something to offer throughout the entire day, from an espresso and croissant in the morning to a drink in the evening with friends or business colleagues on the

terrace with a view of the Frankfurt skyline.

**Why should people go to Foodtopia?**

*Maria Mateo Navarro:* With Foodtopia we're creating a brand-new destination in Frankfurt. It has a cool mix of popular international concepts and local providers and its diversity alone will make it a real attraction. There are other features as well, like an entertainment area with a film lounge and several outdoor terraces with excellent views of and over the city.

*Marc Blum:* Getting to Foodtopia is an experience in itself. The customer journey begins with a view of the spectacular facade of the MyZeil shopping center and all of the activity on the terraces, then continues through the redesigned lobby and the spectacular trip up the escalator as it traverses four flights until you reach Foodtopia with its unique atmosphere – relaxed during the day and hopping in the evening.

**How do Foodtopia and the shop levels in MyZeil fit together architecturally?**

*Marc Blum:* Our concept is based on the spectacular and beautiful architecture of MyZeil itself: Its curved glass roof, the ample light, the amazing views – it all makes a significant contribution to the quality of the location. Now we're enhancing the atmosphere even further – creating a new sense of well-being through the use of warm colors and materials, and the addition of sculpted seating areas and elegant furniture that puts the focus squarely on the businesses.

*Maria Mateo Navarro:* The initial view is of the colorful and lively food area, with urban gardening and vintage industry design elements inspired by the latest trends in international food and architecture. Food and retail are individually and spectacularly designed areas which, together with a premium fitness club and a cinema, form a new and genuine Third Place. These worlds complement one another with their different characters, creating something truly special.



# FOOD TOPIA

from morning

EATING AND DRINKING AT FOOD-TOPIA IS A BIT LIKE CHRISTMAS AT HOME: YOU ENJOY IT FROM MORNING TILL NIGHT, BUT WITH A LOT MORE CHOICES AND MUCH BETTER SERVICE. THERE WILL PROBABLY BE A LOT MORE EMPTY REFRIGERATORS IN FRANKFURT IN THE FUTURE...



## MYZEIL FACTS:

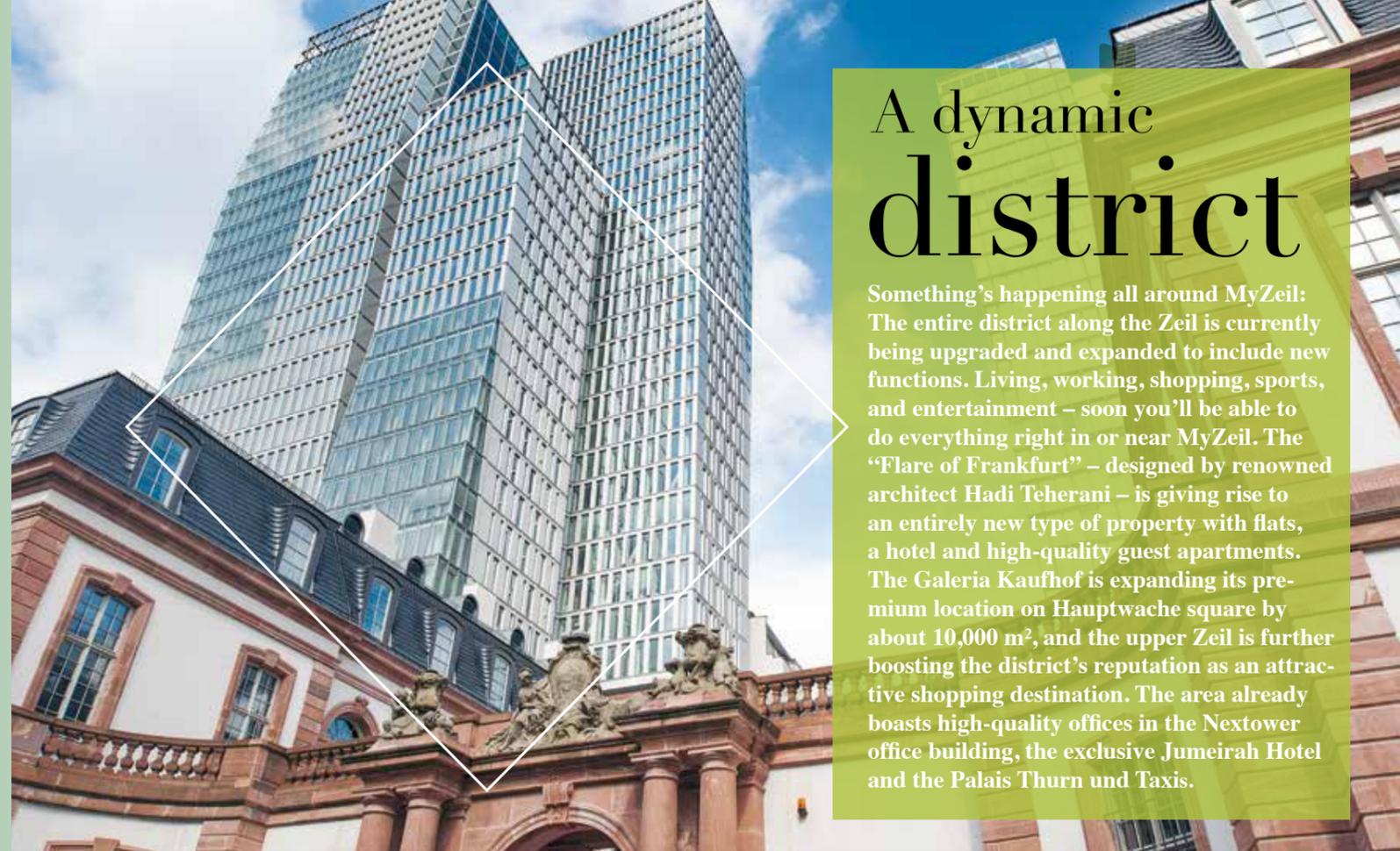
- 44,000 square meters of retail space
- 100 shops
- ca. 50,000 visitors daily
- 3.6 million residents in the entire area
- 1,390 parking spaces

## Frankfurt

- Purchasing power index 111.4
- Centrality index 113.2

# A dynamic district

Something's happening all around MyZeil: The entire district along the Zeil is currently being upgraded and expanded to include new functions. Living, working, shopping, sports, and entertainment – soon you'll be able to do everything right in or near MyZeil. The "Flare of Frankfurt" – designed by renowned architect Hadi Teherani – is giving rise to an entirely new type of property with flats, a hotel and high-quality guest apartments. The Galeria Kaufhof is expanding its premium location on Hauptwache square by about 10,000 m<sup>2</sup>, and the upper Zeil is further boosting the district's reputation as an attractive shopping destination. The area already boasts high-quality offices in the Nextower office building, the exclusive Jumeirah Hotel and the Palais Thurn und Taxis.



• NICE TO KNOW • NICE TO KNOW • NICE TO KNOW • NICE TO KNOW •

# WORLD CLASS

## WC stands for WORLD CLASS.

First-class service right down to the toilets: At MyZeil, even the toilets are an experience.

No matter how relaxed the shopping experience is or how enjoyable a meal at a restaurant with friends might be – sometimes you need to take a little break. But good design and the feeling that you're valued as a guest don't stop at the door to the toilet.

That's why the toilets at MyZeil are so surprising, with their cool features and unique design. Guests will have a truly unique experience in the toilets, which have been specially designed – and are now the talk of the town.

Men will be able to realize one of their childhood dreams: The ability to play fireman and put out the fire with full power... Women, by contrast, will feel like princesses in the bright, clean and fresh environment of the women's toilet, just like an orangery with open and closed areas.

Accuracy to the last detail is at the heart of the new "Third Place" concept.



# Germany's cinema king is back

CINEMAXX FOUNDER HANS-JOACHIM FLEBBE, AGE 65, CAUSED A SENSATION WHEN HE OPENED THE ASTOR FILM LOUNGE. NOW HE'S BRINGING HIS PREMIUM THEATER TO MYZEIL AS WELL.

Hans-Joachim Flebbe, age 65, is a bit surprised that he hasn't found a successor yet. "We've experienced nonstop growth since the first Astor Film Lounge opened, and we now have six cinemas in five cities. The concept works, the customers are there." The "concept" is a first-class premium theater that transports film lovers back to the long-gone era of the 1950s and 60s: An usher, a welcome drink, free coat check, theaters with high-quality design and the latest technology, and service staff who bring small bites and drinks to customers seated in comfortable leather seats. In the age of Netflix and Amazon, this type of film screening may at first glance seem risky, but Flebbe appears to have struck a nerve. "The people who go to our theaters are tired of the atmosphere in multiplex theaters, with their long lines, mobiles ringing, and the smell of greasy nachos. Our customers want a relaxed and stress-free evening. At our theaters, the focus is on each individual guest, not the mass public." The Hanover native is now expanding his premium cinema to include an outpost at MyZeil after having to leave the ZeilGalerie, which was demolished in spring 2016. "I'm happy that we were able to stay on the Zeil and that I was able to carry out this project in collaboration with ECE," says Flebbe. "Good locations are hard to find for cinemas. I looked for a long time. I even trudged through back alleys and courtyards. I wanted to make sure I could stay in Frankfurt. Our theater right on the Zeil was enormously popular."

The decision to go forward with a premium cinema rather than a multiplex was made in 2008 when Flebbe was still with CinemaxX. Flebbe founded the cinema giant in 1989, transforming it into the market leader, first as executive partner and later as CEO. "Being CEO of a company might sound good, but it's not really a lot of fun. I always had to justify myself, and the creative process was totally lost. Looking back, I can say that the job

took away all of my freedom." Flebbe prefers to talk about his initial experience in the cinema business, when he first became invested in the Apollo in 1972. "I was a young student and I spent most of my time at the cinema. There was still no DVD, no video, no art house cinema. So when a film ended its run, it would be years before it came to TV. I didn't like that, so I just offered the former operator of a small local suburban cinema a few film suggestions. When he took me up on these suggestions and saw that the first showings immediately sold out, he asked me if I wanted to invest because he really wanted to close the cinema. That's how my hobby became my main employment, although I had no idea at first how to run a business."

Now, after more than 40 years in the cinema business, Flebbe is considered to be the cinema king of Germany and now he's managed to attract cinemagoers with his alternative to the multiplex concept. "people who haven't seen a film in 20 years because they simply didn't like the big cinema fortresses." In particular, "adults, those on the other side of 30," are drawn to his premium cinemas, but lately even younger people have come to appreciate their special atmosphere. "I compare the cinema experience in an Astor Film Lounge with a visit to a restaurant. Sure, you can eat at home on the couch or grab something quick at McDonald's. But when you really want a nice evening, you go out." And cinemagoers plunk down €15 for a ticket to do so – seemingly without problem. Since the acquisition of the venerable Berlin Zoo Palast in 2013, Germany's best-known cinema has charged an additional fee of 25% and now regularly hosts film premieres with the biggest stars of the silver screen, such as Quentin Tarantino, Steven Spielberg, Tom Hanks, Rene Zellweger and Til Schweiger. The cineasts of the capital city even come in the afternoon and enjoy some coffee and cake with the program, which Hans-Joachim Flebbe puts together personally with his wife for all of his cinemas.

Starting in 2018, he will do the same for the Astor Film Lounge at MyZeil, which will occupy five theaters from the 4th to the 6th floors, with a total of 420 seats. Flebbe is, of course, creating the same cinema experience here that characterizes his other locations: Comfortable seats, stylish interiors, the best service, the latest technology, and a program that is "elevated mainstream, narrative films with no real violence – we don't show those." There will also be a bar in the spacious foyer so large events can be held as well. In Frankfurt, the 65-year-old businessman's customers include Lufthansa and Jaguar, which appreciate the unique atmosphere for hosting presentations and employee events. "I'm confident that the new location in MyZeil will work well in conjunction with Foodtopia and the other attractive tenants. During the day, they'll draw visitors, and in the evening we will. Everyone benefits."



© Hans-Joachim Flebbe

Hans-Joachim Flebbe was born in Hanover in 1951. In 1972, he became the program director at the Apollo Cinema in the Lower Saxony capital, beginning his career in the cinema business. This was followed in 1977 by the "Kinos am Raschplatz", his first individual project; in the 1980s he acquired other well-known cinemas, such as the Holi and the Passage in Hamburg. After opening the first CinemaxX theater in Hanover in 1991, he turned CinemaxX AG into one of Europe's largest cinema operators, with 340 screens, 90,000 seats and up to 20 million visitors annually. After 20 years, Flebbe left CinemaxX, and that same year, he opened the first Astor Film Lounge in the former Berlin Filmpalast cinema complex. There are now premium cinemas in Cologne, Munich and – soon – Frankfurt as well. Additional locations, such as Hamburg, are currently being planned. The Zoo Palast in Berlin and the Astor Grand Cinema in Hanover, both former multiplex cinemas, are also part of the premium concept. The Flebbe cinema group also includes the C1 cinema in Brunswick and the Savoy in Hamburg, which employ nearly 600 people and operate 50 screens across Germany.

- Personal  
top 3 films  
of all time
1. 2001: A Space Odyssey
  2. Cinema Paradiso
  3. Gravity (70 mm)

## CLASSIC MARGARITA

- 5 cl tequila
- 3 cl orange liqueur
- 2 cl lime juice
- ice
- salt

Put all of the ingredients except the salt into a shaker and shake. For a creamy consistency, place the ingredients in a blender.

Pour into a cocktail glass with salt on the rim and ice, if desired.

For the salt rim moisten the rim of a cocktail glass and twist it on a plate filled with salt and then allow to dry briefly.



**THE  
FOCUS ON EACH  
LEVEL AT A GLANCE:**

- Basement ➤ Service, household hardware
- Ground floor ➤ Young, international, tourists
- 1st floor ➤ Fashion, international
- 2nd floor ➤ Sports
- 3rd floor ➤ Consumer electronics (Saturn)
- 4th floor ➤ Food, leisure, entertainment, fitness  
outdoor terraces, consumer electronics
- 5th floor ➤ Cinema
- 6th floor ➤ Cinema
- 7th floor ➤ Restaurant with outdoor terrace

# THE Place TO BE *shopping*

**MORE QUALITY ON ALL LEVELS:**

MyZeil is already a well-known Frankfurt architectural highlight and a popular meeting place for both residents and tourists alike. The new Foodtopia on the 4th floor and the renovation and modernization of the other floors is intended to expand the target audience further. While the current focus is on younger visitors and teenagers, Foodtopia and the numerous other new retail concepts are geared more toward guests with higher income between the ages of 30 and 49. The offering is also being optimized for tourists who also take advantage of Frankfurt as a shopping destination and for whom MyZeil is being made even more attractive.

The warmer and more high-quality atmosphere – underscored, for example, by the comfortable materials and elegant seating areas – together with the more sophisticated retail concepts and the unique restaurant concept will better fit in with the unusual architecture of MyZeil. All of these elements combined form an overall concept that is both high-quality and unique in Frankfurt. MyZeil is therefore the **place to be**, an ideal oasis in this fast-paced financial metropolis, one that appeals to all of the senses.

**FASHION AND LIFESTYLE TO MEET THE HIGHEST STANDARDS**

MyZeil is being freshened up not only in the area of dining, but also on the retail level as well.

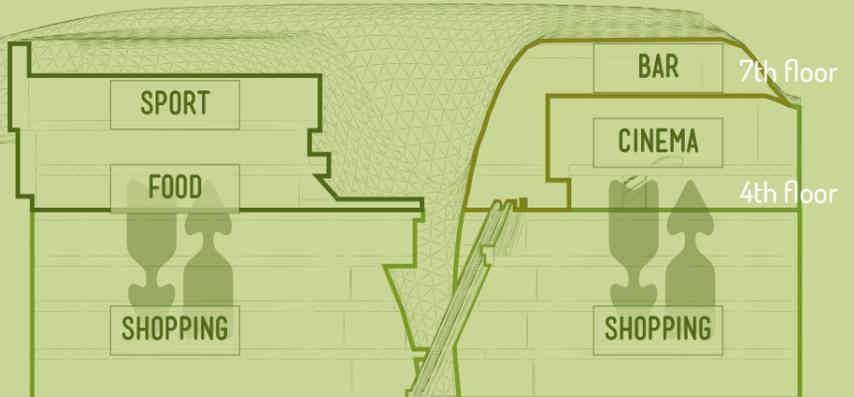
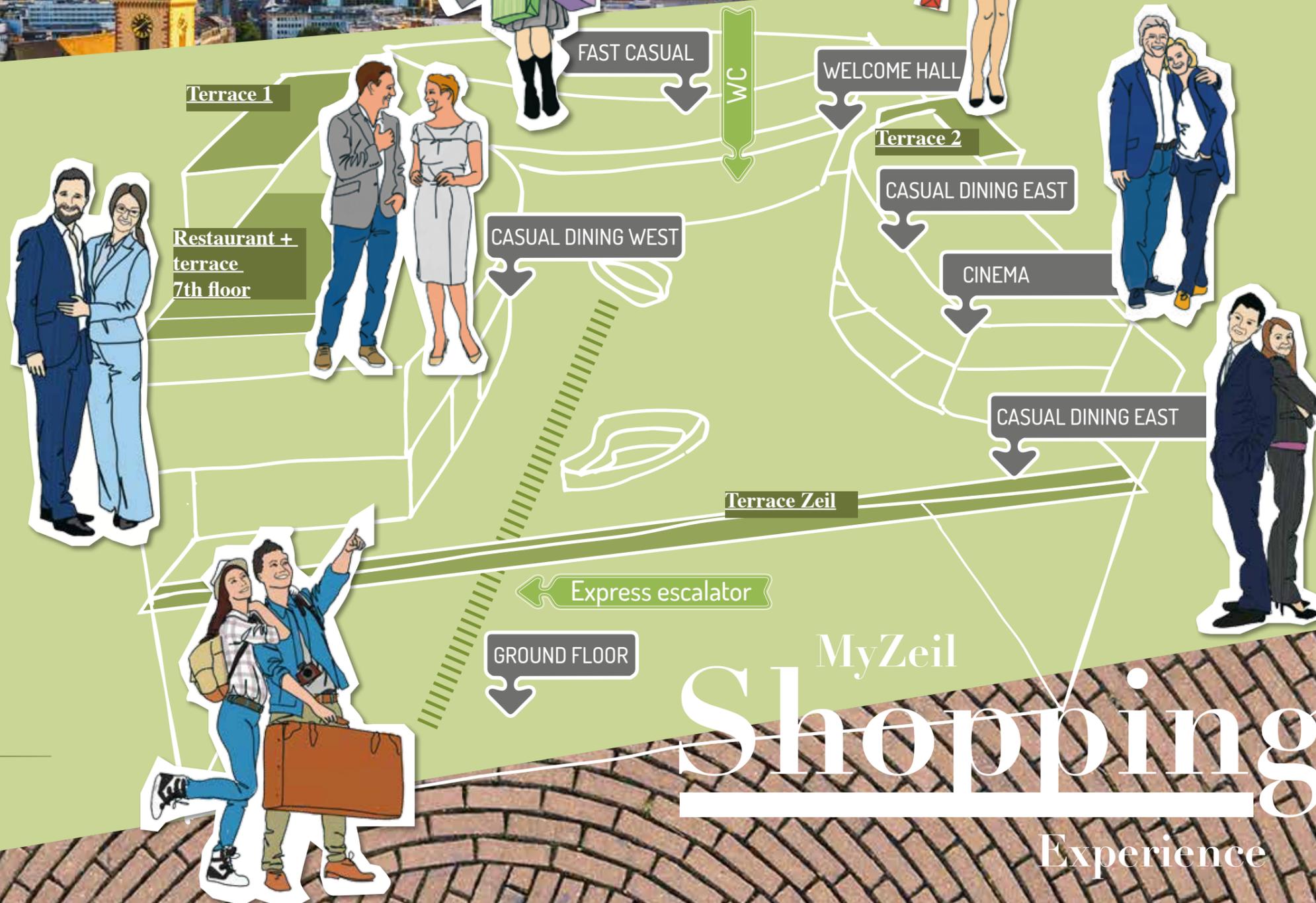
The spectacular glass facade is being enhanced with new lighting and a number of retailer logos, making passersby curious about the “contents” of the building. A completely redesigned lobby with shop facades that extend across two levels will greet guests as they enter MyZeil through

the main entrance. The modified layout of the escalators on the ground floor and second floor will ensure that visitors will spend more time on the second and third floors. The mix of stores will be geared more heavily to the defined target groups. While the current strengths (such as consumer electronics) are maintained, there will also be a new focus on high-quality and international fashion concepts. The range of sports and leisure offerings and tourist brands will also be expanded and optimized.

The mall itself is also getting a new look. A new lighting concept, warm colors and new, comfortable seating areas will make it much more attractive for visitors to linger at the mall.

# MyZeil Food

## Experience



At MyZeil, we aim to combine retail, food, leisure, and entertainment uniquely in the future: Eating and drinking at Foodtopia is to enjoy a great variety of choices, services, and different restaurant concepts from morning until night.

# MyZeil Shopping Experience

FROM RUN-OF-THE-MILL BRITISH DRINK TO THE STAR OF THE SCENE: IF THERE'S A SPIRIT THAT HAS MADE CAREERS IN RECENT YEARS, IT'S GIN. EVERY RESPECTABLE BARTENDER – EVERY RESPECTABLE LIQUOR STORE – HAS AT LEAST 10 DIFFERENT KINDS OF GIN ON ITS SHELVES NOWADAYS. NOW FRANKFURT HAS ITS OWN GIN WITH TRULY UNIQUE NOTES. GIN 7 IS, OF COURSE, BASED ON THE 7 HERBS IN FRANKFURT'S OWN GREEN SAUCE.

## BORN IN SACHSENHAUSEN



Gregor Haslinger is an expert in hard liquors and he runs a shop in the Sachsenhausen district called "Whisky Spirits".

The path from Scotland's national drink to gin was not long:

"A lot of distilleries make gin in addition to whisky," explains Haslinger. That is precisely what gave him the idea to create the first Frankfurt gin.

Gin is traditionally flavored with herbs or seeds, sometimes with cilantro, sometimes with rosemary and thyme.

For Haslinger the decision about which flavors to use in his Frankfurt version was easy: Borage, chervil, watercress, parsley, salad burnet, sorrel and chives – the seven herbs in Frankfurt's green sauce!

The native of Frankfurt experimented for weeks, mixing herbs and gins, constantly changing the recipe. The result immediately impressed the professional gin makers from the Henrich distillery as well: They've been producing his GIN 7 since 2015 – exclusively with regional ingredients. And how does the authentic "Frankfurt Dry Gin" with 49% alcohol taste? Connoisseurs would say that it has typical gin notes with a hint of sweetness, very clear herbal aromas ranging from slightly nutty to floral – and a long finish!

**In addition, GIN 7 won the silver medal at the International Spirits Competition in Berlin!**

FRA  
NKFURT  
ORI  
GIN  
AL



## DRY MARTINI COCKTAIL

shaken, not stirred

- 5 cl GIN
- 3 cl VERMOUTH
- 1 OLIVE
- 1 LEMON ZEST
- ICE CUBE

Put gin, vermouth and ice cube in a shaker and shake.

Strain into a chilled martini glass. Do not pour the ice into the glass.

Place the olive on a cocktail pick and add it and a small piece of lemon zest to the glass to make a dry martini.

➔ *The "dirty Martini", which became famous thanks to fans such as Franklin D. Roosevelt, is made by adding a splash of olive brine to the glass, which gives the drink a cloudy appearance.*



# Foodtopia?

Two bites of the cherry!

**Jonathan Doughty.** *At the age of 13, he started his career at a small pub sorting beer bottles and getting to know all about food and drinks. Today, Jonathan Doughty is one of the greatest food-service consultants in Europe having worked for businesses in more than 55 countries. The Head of EMEA Foodservice Consulting, part of the JLL group, talks about "Foodtopia", trends, and topics in the gastronomy sector, and tells readers what he calls a perfect dinner.*

**Jonathan, what makes "Foodtopia" so special?**

The name says it all – utopia is the word where "Foodtopia" originally came from. It is a perfect place, which offers a wide range of food, a wide range of prices and a wide range of experiences with great quality and great service. So whatever you spend, however you want to eat, and however long you want to stay in and enjoy yourself, "Foodtopia" has the choice for you. If you want to have an evening drink, a nice gin and tonic, and then have something to eat and go to the cinema – you can do that. If you want to have a quick nutritious bite to eat, good-quality food but quickly, because you work in the office building next door, you can do that, too – and everything in the middle!

**So it is another food court?**

It definitely is NOT a food court. This is very important to understand. It is way more than that! Besides the variety in choice and price, which you don't get in a food court, "Foodtopia" offers lots of experiences. It is not only great food; it is the environment, which is at least as important to customers nowadays. People are looking for more than a good-quality meal. MyZeil is already an architecturally stunning building, to which ECE will add many emotional elements on the upper floors and allows the consumer to also engage with the city through the outside balcony. "Foodtopia" will create emotions in people as well as satisfy their need for food and drinks. Just like a town square – but upstairs on a floor of a shopping center! It is more like a modern town or city square, with great food, great operators, and great experiences. Please, let's not call it a food court. It is a dining destination!

**Why would you advise food and beverage operators to open up at "Foodtopia"?**

Pretty simple: Because they will get two bites of the cherry! Of course, you will have lunchtime, which will be very vibrant due to

an amazing office complex next door and the transport interchange MyZeil sits on, as well as the shoppers. But in addition you will also have a really strong evening with the outstanding cinema, a great entertainment and music program, and a balcony with stunning views over Frankfurt. It really will be "the place to go". Besides, MyZeil has a great quality hotel next door, is on the best retail pitch in town, is well served by taxis, and is very well connected with the traditional parts of the city. I would say, MyZeil is the best location in Frankfurt right now to do something like "Foodtopia" – and "Foodtopia" will be better than any other gastronomy space in Frankfurt to be in at night. It is truly world class.

**And how can MyZeil benefit as a whole?**

"Foodtopia" will not only fulfill customers' needs who are out shopping. It will also work the other way around and attract people, who are looking for a night out or a great meal and then browse the shops for a new fridge or a new dress, since MyZeil has it all. And by providing a huge range of food, drinks, and experiences that suits lots of different people, it will benefit lots of retailers as well. In other centers, if you only spend five or six euros at a food court, you will most likely visit the cheaper shops before or afterwards or don't go to the shops at all. With the great variety that "Foodtopia" offers, this won't happen.

**What would Jonathan Doughty order at "Foodtopia"?**

He would either get himself a nice bowl of king prawn laksa, a cool, sharp, hot but also sweet Singaporean soup, or BBQ, like rotisserie chicken or spit roast – both very simple dishes, but with great ingredients. That's what it is all about these days! Not how complicated you can make the meal, but how great the ingredients are. And, of course, being an Englishman, I would also take a gin and tonic, or maybe two. After all, I want to enjoy spending my evening in Foodtopia.

# Frankfurt @night

THE GIBSON CLUB DIRECTLY ACROSS FROM MYZEIL IS FRANKFURT'S PLACE TO BE.

During the week the live music club, which has won numerous awards, opens its doors to international acts such as Passenger, Capital Cities and Imagine Dragons, and on weekends the DJ scene takes over. The Gibson Club offers the highest level of quality and service and the latest technology, including a huge LED screen, and dance acts and hippie performances in a venue with a rough, urban vintage look. The man behind all of this excitement is Madjid Djamegari (King Kamehameha Club & Suite, Pearly Gates Bar), who has been one of the giants of the night-life scene for more than 17 years. For the "Taste of Life", Djamegari illuminates his Frankfurt exclusively at night.



We mostly see music lovers, students and business professionals who bring their colleagues or clients. This results in a truly colorful, wild and adult party crowd that really just enjoys going out. But Frankfurt night-life is not all about the clubs – its craft cocktail bars and diverse restaurants make the city one of the most innovative food scenes in the country!"

Hot spots  
"The best night-life in Frankfurt is downtown around the Hauptwache and in the neighborhood around the train station, which has developed a real creative scene after the electro scene moved on to Berlin a couple of years ago. There's a high concentration of good locations here and people really appreciate that. You can get everywhere on foot, which is another advantage."

What people in Frankfurt do at night  
"It really varies. Both in terms of the locations and the people."

## The Zeil

"The Zeil has really changed. Ten years ago, the street was a no-go area, a real eyesore. Things have turned around completely, thanks in part to developments like My-Zeil and the Jumeirah Hotel. Now the Zeil is like a giant amusement park where tourists, musicians, window shoppers, street artists and night owls all gather. It's packed 24 hours a day now."

## His secret to success

"Change is the keyword! We don't rest on our laurels – we're always trying to improve and get better. In doing so, we focus on our customers and their needs and wishes. Entertainment plays a big role, as does impeccable service and the right treatment. Of course, the central location of the Gibson Club doesn't hurt either. But we know you have to offer people much more than a room with good music."

# FASHION COCKTAIL TAIL



COCO CHANEL INVENTED IT: THE COCKTAIL DRESS. IT HAS AN UNDERSTATED NECKLINE, IS MADE WITH A FLOWING, FESTIVE MATERIAL, HAS A SLIM CUT AND IS NO MORE THAN CALF-LENGTH: A GREAT OUTFIT FOR A CASUAL RECEPTION AND COCKTAIL PARTIES.

## PIMP YOUR HIGH HEELS

High heels have never been so comfortable: With Heelbopps, stylish Add-on Styling Heels, the strain of walking in high heels becomes a leisurely stroll. And who invented it? Someone from Frankfurt, of course! More at heelbopps.com



## COCKTAIL FASHION

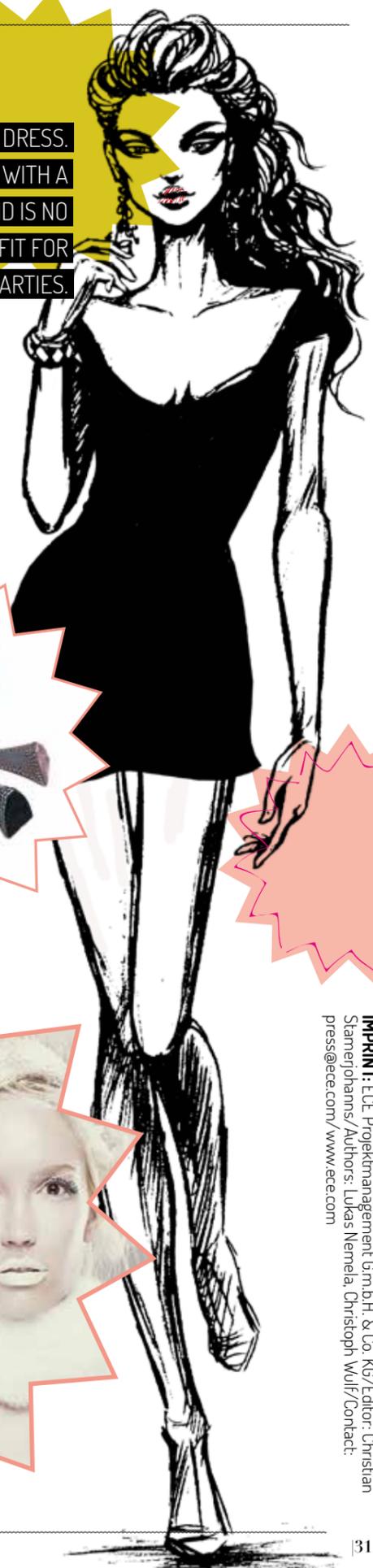
IT GOES TOGETHER!  
What is the Ice Lady trying to say? Exactly: Even cocktails and your personal look can be perfectly tailored to one another!



AUDREY HEPBURN WORE ONE IN "BREAKFAST AT TIFFANY'S" - CASUALLY COMBINING IT WITH A LONG SILVER CIGARETTE HOLDER. THE LITTLE BLACK DRESS IS A TIMELESS CLASSIC AMONG COCKTAIL DRESSES. IT WAS FIRST SHOWN ON OCTOBER 1, 1926 IN US MAGAZINE VOGUE.

## MAKE THE OUTFIT PERFECT: THE EVENING BAG

By contrast, the perfect evening bag – it is no secret – does not exist. Whether it's a clutch, a small hand-held bag, a pompadour or, or, or – the options are as diverse as some people's shoe closets. The only requirement: Everything the lady needs for the evening has to fit in it. Whether it's an entire household or just keys and a credit card.



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# GIN SIEBEN

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