

The Importance of F&B Masterplanning for Building The Future Communities of KSA

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Agenda

1. Community & Masterplanning
2. F&B's Role in Community & Masterplanning
3. The Rise of Foodhalls
4. The Next Foodhall Model
5. Giga Projects are the Frontier of F&B Innovation



COMMUNITY & MASTERPLANNING



COMMUNITY

Multi-generational cohesion, integrated mixed-use spaces, crossing touchpoints



Weak community belonging has 3.21 times higher odds of poor general health.

(NCBI, 2020)



Westfield predict 2025 to be the 'experience tipping point' when experiences

take over
50%

of retail space



1 in 4 young people feel lonely.

(Statista, 2023)

COMMUNITY, MASTERPLANNING & F&B



"It was New York's favorite punching bag; a soulless playground for billionaires."



"Hudson Yards transforms: 19% year-on-year visit growth, surpassing top malls."



F&B'S ROLE IN COMMUNITY & MASTERPLANNING



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COMMUNITY

ECD Q1 2024, repeat visitors
surpassed first-time
2022 – 2023 visits increased

344% YOY, 2023 – 2024
growth continues

ACCESSIBILITY

75 SAR
ASP at Al Mamlaka

Incubation & Innovation



Footfall,
Dwell
& Spend

Kingdom
Centre

+30%



THE RISE OF FOODHALLS



THE RISE OF FOODHALLS



Al Mamlaka
7,000
visitors per day



The market will grow to
\$72 billion
by 2026



97.5%
Global foodhall success rate
(staying open for 2 years +)

THE NEXT FOODHALL MODEL



FOSTER'S MEATS

ORALE

1917

JIM'S MEATS

THERESA'S

TAYSE MEATS

PORK CHOP SHOP

FERNENGELS

TORTY'S BAKERY

M & M FOODS

1908

1980

THE NEXT FOODHALL MODEL



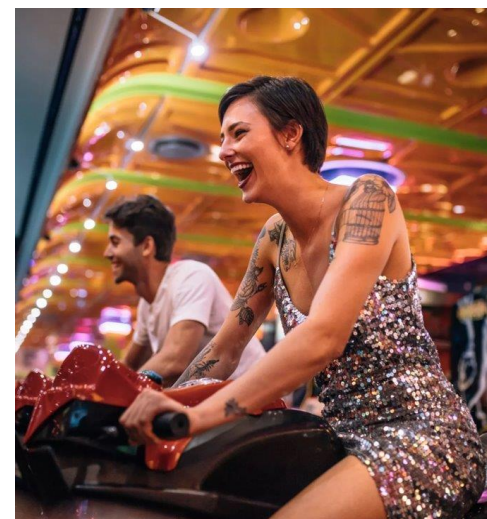
30%
of average **workforce population** across the world now **work remotely or hybrid**



70%
Of consumers expect **personalisation** from companies in **2022**



39%
Of UK population have visited a **competitive socialising venue**
22% rise YOY



GIGA PROJECTS ARE THE FRONTIER FOR F&B INNOVATION



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Bloomberg Philanthropies, Investment in Women's Economic Independence - Sustainable Growers

Q Coffee

360,000 Women supported, across **90** communities over **10** year period



\$6B
Dedicated to supporting **70,000** small-size enterprises as part of Saudi Vision 2023

300,000 Saudi's in hospitality needed to achieve Saudiazation requirements by **2030**

F&B TRENDS REPORT 2024 (COMING SOON)

EXPLORING...

- The Rise of Social Dining Experiences in F&B
- F&B Redefines Urban Development
- Demand for Sustainability and Inclusivity Grows
- Traditional F&B Offerings Reimagined
- F&B Plays Major Role in Community Building
- Strategic Design Underpins F&B Concept Success
- Inclusivity Permeates F&B Design




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FUTURE
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SUMMIT
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GLOBAL
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FORUM



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AS A GLOBAL 360° HOSPITALITY AGENCY, WE TEAM UP WITH PASSIONATE BRANDS, CLIENTS AND ENTREPRENEURS TO MAKE THEIR LONG-TERM VISION A REALITY THROUGH CONCEPT DEVELOPMENT, CREATIVE INTERIOR DESIGN, FRANCHISING, ADVISORY SERVICES AND PROJECT MANAGEMENT—CREATING AND DEVELOPING WORLD-CLASS HOSPITALITY BRANDS & FOOD RETAIL SPACES.

SPEAK WITH OUR TEAM

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