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## **PRESS RELEASE**

### **Granier Bakery secures a strategic London location for its third UK premises**

Spain's leading national \* bakery, Granier, is set to open its first Central London branch on Portobello Road. Hurford Salvi Carr, who represent Granier in the UK, confirmed today that the lease for 204 Portobello Road had been completed. The 980 sq. ft. space will include a bakery and a 24 cover café, specialising in artisan breads and pastries.

204 Portobello Road was identified as a perfect location for Granier Bakery Café, its high footfall, reputation as a must visit destination, coupled with the property's wide shop frontage brought together the key criteria Granier Bakery sought to launch their concept into the London market.

London is just part of the company's international growth strategy, which has expanded exponentially in the last 4 years. Granier has over 300 bakeries in Spain and has ambitious expansion plans for America, Italy, France and Portugal, as well as continued expansion in London and across the UK.

Granier grew out of a family business in Vilanova i la Geltru, in the Barcelona province, and has the reputation for producing breads and pastries based on exceptional artisan recipes at competitive prices.

Commenting on behalf of the Landlord, Rossetti Lodge Investment Co. Ltd., David Boddy, Partner at Boddy and Edwards, said: "The arrival of Granier will bring a high quality bakery proposition that adds variety to the existing food and retail offered by the area".

David Parera, expansion director at Granier, added: "Portobello Road is an internationally Well known destination within London that benefits from a phenomenal footfall, which is key to our business. We felt bringing Granier's innovative bakery concept would add to the local retail and provide our brand with the visibility required to successfully continue our London expansion"

\* Granier Bakeries is the national leader in Spain's bakery sector in terms of customers and turnover, offering 64 different varieties of bread, baguettes and pastries.

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Boddy and Edwards acted for Rossetti Lodge Investment Co Ltd. Hurford Salvi Carr represented Granier Bakery.

Hurford Salvi Carr are an independent firm of property advisors and development consultants who specialize in the Central London property market and are renowned for their in-depth knowledge of the West End, City, City Fringes and Docklands.

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