

Starbucks Apáczai

Excellent downtown location in Pest with Danube view.



Client Objectives

As Starbucks accelerated their growth plans, more prime downtown locations were needed but it was more and more difficult to find. And then came VLK Cresa.

Starbucks was determined to increase its visibility and store count in the downtown CBD area but traditional retail space availability was limited. Out of the box thinking was critical in creating another off-market project.

Results

The downtown Marriott hotel enjoyed great location and a booking tourism business but the retail areas were underutilized without a real concept and a valid tenant mix. VLK Cresa convinced the hotel management that an international café operator such as Starbucks will not be an in-house competitor for their food and beverage outlets but rather a complementary service to their guests and another reason for people to come closer to Marriott.

A previously dying bank branch was turned into the café with possibly the best view of the river Danube and the Castle district and is now one of the busiest cafés on the river promenade.

Starbucks is one of the best-known coffee shop chains in the world, which operates more than 20,000 coffee shops all over the globe. In Budapest, Starbucks has opened ten shops since 2010, but securing a top location in the Buda side represented a bigger challenge they expected.



Space

205 m² coffee shop
Apáczai Csere Janos
utca, Budapest



Industry

Coffee Shop



Success

Main tourist location
with great visibility