

Starbucks Hilton

Prime Buda location in the historical castle district.



Client Objectives

Starbucks was determined to open a coffee shop in a prime Buda location but had no available options. Our expert team combed through every possible opportunity and identified an off-market opportunity to team up with another leading global brand, Hilton to convert an existing under-utilised retail space and turning it into a well-recognised branded café.



Space
230 m² coffee shop
Hilton Citadella,
Budapest

Results

The retail unit was previously used as a souvenir shop and great visibility and one of the highest tourist footfall in front but lacked the right concept and operation to attract customers. This provided a great opportunity for Starbucks to create a very strong brand presence in a historically very strong tourist area. Our team with hands-on experience covering real estate, hotels and retail created a layout and a deal structure that benefited both the hotel as landlord and Starbucks as tenant.



Industry
Coffee Shop



Success
Prime Buda location
Two brands together

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.