

IMMERSIVE BRAND EXPERIENCE

KFC AMONG PIER8 MALL TENANTS

QSR Brands seals deal with Mitraland to open outlet at revolutionary F&B haven that doubles as seafood hub

KUALA LUMPUR

MITRALAND Group has signed an agreement with QSR Brands (M) Holdings Bhd to bring a KFC outlet to its maritime-themed Pier8 mall in the first quarter of next year.

Mitraland said Pier8 was a revolutionary food and beverage (F&B) haven that would double as a seafood hub, offering shoppers an immersive brand and impactful retail store experience.

Group deputy executive chairman Chuah Theong Yee said retail malls must be agile and adaptive in order to remain ahead of the curve in these rapidly changing landscapes as well as ever-changing consumer expectations.

"Within this scenario, Pier8 will

constantly strive to offer new and different retailers, F&B and entertainment in order to attract shoppers," he said.

QSR Brands said being the largest quick-service restaurant in the region, it was focused on its customers and that the collaboration provided a good platform to expand its presence.

"We want to ensure that we remain relevant and be distinctive in our services and offerings," said QSR Brands group managing director Datuk Seri Mohamed Azahari Mohamed Kamil.

Pier8 covers more than 150,000 sq ft over two levels with more than 700 parking lots.

One of the focal points at Pier8 is a giant standalone salt-water aquarium that is designed to offer visitors and diners at the alfresco area a unique and immer-



Mitraland Group chairman Datuk Johan Ariffin (centre) exchanging documents with QSR Brands (M) Holdings Bhd group managing director Datuk Seri Mohamed Azahari Mohamed Kamil. With them are Mitraland deputy executive chairman Chuah Theong Yee (fourth from right) and representatives from other Pier8 Mall tenants at a partnership signing ceremony in Kuala Lumpur yesterday.

sive sensory engagement.

Its tenants included KFC Malaysia, Best Fresh Mart, Cherie

Hearts International Preschool, Believe Fitness, Thai Hou Sek, Bushido (originally from Singa-

pore and is opening its first Malaysian outlet in Pier8), Station One Café and Onedeland.