



Brandes of SCG Retail arranges 5,122 s/f lease for Quality Eats

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Taryn Brandes,
SCG Retail

Manhattan, NY According to SCG Retail, a division of The Shopping Center Group, a 3,653 s/f, plus 1,469 s/f lower level space (5,122 s/f total) at 3 East 28th St.(between Madison and Fifth Ave.) for Quality Eats, the latest concept by Quality Branded Restaurants.

Formerly known as Fourth Wall Restaurant Group, Quality Branded Restaurants was founded by Allan and Michael Stillman in 2007. Quality Eats is the restaurant group's new modern and casual spin on a steakhouse. The restaurant has an intimate vibe and a creative, fun and affordable menu attracting a new wave of young diners seeking an approachable dining experience.

Quality Eats' first location opened over a year ago in Greenwich Village. They recently signed another lease on the Upper East Side at 1496 Second Ave. which will be their second location to open in Manhattan.

"28th St. will be the third location," said Taryn Brandes of SCG Retail, the broker representing the tenant. "NOMAD presents an amazing opportunity to increase the brand's visibility in one of the city's fastest growing areas. It is a vibrant neighborhood that continues to attract the Quality Eats' target daytime customer, while also maintaining their core residential base. In addition, the area now has some of the trendiest hotels including The Ace and Nomad, along with some of the city's most sought after food and beverage operators. Quality Eats will complement the neighborhood's growing food concepts which include Sweetgreen, Kazu Nori, Maysville, Lady M, Made Nice (coming soon), La Pecora Bianca and The Smith."

The space is owned by Winter Properties and was represented by Brandon Berger and Jackie Totolo of RKF. Brandes, who represented the tenant, worked with Nathaniel Young the VP of Development and Operations at Quality Branded to secure the location.

Quality Branded also owns Quality Meats (locations in NYC/Miami), Quality Italian (locations in NYC/Denver), Smith & Wollensky, Maloney and Porcelli, Park Ave. Spring (Summer, Autumn, Winter).

Brandes said, “We love this position within the NOMAD market because the location pulls from the adjacent neighborhoods to the east and the west – Flatiron, Chelsea, Murray Hill and Gramercy are all areas with a high concentration of the QE customer.”

3 East 28th was signed in late January and QE hopes to open later this year around the holiday season.

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