



Strauss and Talmadge of RKF lease 4,200 s/f to Joe and the Juice

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RKF has arranged a 4,200 s/f lease with Danish juice bar Joe and the Juice at 67 Spring St. in SoHo. This will be the company's first U.S. location.

RKF executive vice president Joshua Strauss and associate Taryn Talmadge represented the landlord, 71 Spring St LLC, while Amira Yunis and Anthony Stanford of CBRE represented Joe and the Juice.

Located on the north block between Crosby and Lafayette Sts., the retail space consists of 2,200 s/f on the ground floor and 2,000 s/f in the basement. This high-traffic location sits right off the entrance to the Spring St. subway station with close proximity to Broadway. The building, known as 67-73 Spring St., is a six-story office building with four retail stores at the base. Other retail tenants include Papyrus, Chipotle, and FedEx Office.

"Given the unique mix of trendy and upscale retailers in the surrounding area, it was important for us to find the right tenant for this property," said Strauss. "Being part of an international brand's first venture into the American market is a great success for everyone, and we're confident Joe and the Juice will be a great addition to the area."

Joe and the Juice is focused on healthy living and offers fresh juices, food and coffee. The brand currently has locations in Denmark, UK, Germany, Norway Sweden, Iceland and France, with plans to roll out additional U.S. locations in the next few years.

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