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Roth of Manhattan Skyline signs 2,400 s/f retail lease

October 15, 2019 - Shopping Centers

Joshua Roth,
Manhattan Skyline

Manhattan, NY Manhattan Skyline Management Corp. has signed a long term 2,400 s/f lease agreement bringing Japanese eatery, Flippers, to 337 West Broadway in SoHo. Serving up specialty, soufflé-style pancakes – marked by their fluffy, cloud-like texture – Flippers was originally founded in Japan, where it has grown to include several locations throughout Tokyo. This New York City shop marks the chain’s first outpost in the U.S.

Flippers now occupies two floors at 337 West Broadway, with 700 s/f on the ground floor and an additional 1,700 s/f on the second floor. The store front touts over 75 ft. of total frontage, wrapping the northeast corner of Grand St. The built-out space offers exposed brick and two skylights on the second floor.

Joshua Roth, vice president, retail leasing for Manhattan Skyline Management Corp. represented the landlord on the deal and the tenant was represented by Tarik Bouzourene of REAL New York.

“Flippers has developed a monster following in Japan with their delicious, signature pancakes and we’re thrilled to welcome them to the U.S. and to New York City,” said Roth.

“SoHo is the perfect neighborhood for this unique culinary concept with its strong international buzz. Flippers is in the great company of an eclectic food and retail mix, and in a space that gets a lot of visibility and foot traffic by local residents and tourists who frequent the neighborhood.”

Known for its “Kiseki Pancakes,” made with frothy whipped egg whites that give them a fluffy, melt-in your-mouth texture, Flippers offers a mix of sweet and savory toppings, like sweet butter cream, fresh fruit, bacon, avocado and egg. A culinary experience that is very visual in nature, the pancakes are made to order in view of the customer and prepared to an Instagram-worthy result. Flippers is owned by Baycrews Co Ltd, a company that also runs a series of other popular restaurants (notably the famous Luke’s Lobster), and well-known brands across a number of industries.

337 West Broadway was formerly a location of real estate brokerage Town Residential. Neighboring

tenants include Yakinku Futago Japanese Barbecue, SoHo Grand Hotel, Amazon Web Services Loft, Kristen Farrell Jewelry, Oliver Peoples, Osswald. Felix, Sanctuary Tea, , Lucky Strike, Toad Hall, Michelle Negri, IL Mulino Prime, MAMO, Cipriani Downtown and Sola Pasta Bar.

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