



## **Brand Urban brings Caffè Panna to 34 Norman Ave.**

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Brooklyn, NY Brand Urban said that Caffè Panna, the Italian-inspired ice cream brand helmed by Hallie Meyer, will open its second location early next year, expanding to 34 Norman Ave. Caffè Panna Greenpoint is slated to open in the spring of 2024, targeting as early as March of next year.

Caffè Panna's exclusive real estate advisors, Alex Yanoff and Taryn Brandes of Brand Urban, represented the tenant in the transaction as the company's master broker while the landlord, Norman Dobbin LLC, was represented by Evan Clements, Austin Knief, and Amanda Keller of Atlantic Retail.

34 Norman Ave. is located at the intersection of Greenpoint and Williamsburg. Caffè Panna Greenpoint will occupy 4,700 s/f of ground-floor retail space at 34 Norman Ave., a newly renovated, single-story industrial building that blends into the neighborhood. In addition to the location's charm, desirable interior features such as 13-foot ceilings and skylights will complement the brand's design aesthetic, which marries an NYC sensibility with nods to the gelateria of Rome, as seen in the Irving Place storefront.

"Caffè Panna has an incredible product and following, and we couldn't be happier to have them as our first tenant at 34 Norman," said Evan Clements of Atlantic Retail. "Caffè Panna is sure to increase both local and visitor foot traffic to this already vibrant pocket of Greenpoint and will only help attract more high-quality tenants as we lease up the remaining space in the building."

"We're thrilled to be part of Caffè Panna's expansion into Brooklyn, introducing the product and offering to a brand-new consumer and neighborhood," said Taryn Brandes, founder of Brand Urban. "It has been incredibly rewarding working with Caffè Panna since its inception. We found store #1 for Hallie almost four years ago on Irving Place in Gramercy Park – and since then have had the privilege of watching her brand evolve into something truly special. The cult-following behind Caffè Panna has been absolutely phenomenal, and we cannot wait to see the customers' reaction to the Brooklyn location, which will be an evolution of the Caffè Panna offering that exists in their Gramercy home. This is a major step forward in the company's strategic growth, and we look forward to continuing to advise the team as they flourish."

This location will not only be an ice cream shop but also a true experiential store and facility, as it will feature ice cream production and offer fun elements such as ice cream workshops and classes. Like its Manhattan location, the Greenpoint store will offer the six classic Caffè Panna flavors plus scoops, pints, sundaes and soft serve flavors that change constantly, driven by what is inspiring the

team at that particular moment in time. Caffè Panna Greenpoint will be part of the evolution of the vibrant Greenpoint dining scene, located nearby popular spots like Rule of Thirds, Chez Ma Tante, ACRE and Nura.

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