



The Feil Organization signs 11,400 s/f lease with HF Brands and Markets

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Manhattan, NY The Feil Organization has signed an 11,400 s/f lease with new food hall concept HF Brands and Markets, a partnership between restaurateur Steven Hanson and hospitality operator Alex Gaudalet, at 570 Lexington for 25 years.

“We’re excited to welcome a new food hall concept that will elevate the quality of food offerings for our tenants and the surrounding neighborhood,” said Randall Briskin, vice president of retail leasing at the Feil Organization. “At the historic 570 Lexington, the introduction of this exciting retail program by the industry’s premier tastemakers once again showcases our ability to meet the demand for upgraded tenant needs, which are fundamental to the success of their business and talent.”

The recently formed HF Brands and Markets bucks the typical business model of similar food hall operators by running the majority of the food stands in-house. The HF Team will tap into the vast network of co-founder Steve Hanson, former owner of the fine dining empire B.R. Guest, which he sold in 2007.

“As we seek to inject new life into the food hall industry, we’re materializing our game-changing food halls in strategic, central locations,” said Steve Hanson, Principal at Hospitality Firm. “We felt magnetized to the iconic allure of 570 Lexington, located near a major transit hub and surrounded by landmarks and cultural destinations. Additionally, the Feil Organization provided us with specialized attention to detail and worked with us to bring our vision to reality, making them an invaluable partner to our future success.”

Built in 1932, 570 Lexington Ave. is a 450,622 s/f landmarked skyscraper, conveniently located in Midtown Manhattan with close proximity to public transportation and is a short walk from Grand Central Terminal. Along with offering Schnipper’s and an incoming HF Market at the base of the building, 570 Lexington Ave. is surrounded by a world-class selection of corporate landmarks, restaurants, hotels and cultural destinations.

The Feil Organization was represented in-house by Randall Briskin and Alex Gaudalet of HF represented HF Brands and Market for the transaction.

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