



Property Week

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A glass and a half on the high street

■ US owner Kraft plays on Cadbury's British heritage with launch of 60 Cocoa House cafes

BY LAURA CHESTERS

Kraft, the US food company that bought Cadbury in a controversial £11.9bn takeover in February, is to roll out a chain of 60 Cadbury cafes.

Kraft has granted a 20-year licence to a new company – Cadbury Cocoa House – to set up and run the chain. The concept will promote Cadbury as a wholly British experience and attempt to trade off its heritage.

Cadbury Cocoa House's management comprises director Tony Goldsmith, former Harrods director of food, beverages and restaurants David Morris as chief executive and retail entrepreneur Marilyn Newman as chairman.

The trio have been in talks with Cadbury for



Morris said Cadbury wants "market penetration" and plans a host of concepts within the cafes, such as:

- affordable afternoon teas at £14.50 per person with traditional and chocolate versions available
- table and takeaway service
- chocolate shops will make £4.5m this



Fosse tops rent league again

Fosse Park in Leicester still commands the highest rents of any UK retail park.

Trevor Wood Associates' Definitive Guide to Retail and Leisure Parks 2010 found the top rent at Fosse Park was £105/sq ft. It has topped the survey every year since 2003.

The report, due to be published on 19 April, found that Brookfield Retail Park in

Cheshunt, Hertfordshire, had the second-highest rent, at £75/sq ft, and Colney Fields near St Albans the third highest at £65/sq ft.

Savills was ranked the top retail and leisure letting agent after letting 16.7m sq ft in 2009, followed by Wilkinson Williams, Morgan Williams, Edgerley Simpson Howe and Harvey Spack Field.

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