

‘The McDonald’s of the Philippines’ Opening First Manhattan Outpost

BY LAUREN ELKIES SCHRAM (/AUTHOR/LAUREN-ELKIES-SCHRAM/) JUNE 21, 2016, 7:30 P.M.



Jollibee Food Corporation is bringing its fried chicken, hamburgers, spaghetti and rice meals to Manhattan with a new lease near the **Port Authority Bus Terminal** (<https://commercialobserver.com/tag/port-authority-bus-terminal/>), Commercial Observer has learned.

The Filipino fast-food chain, **Jollibee**, will open this fall in a 2,723-square-foot ground-floor space at **Ashkenazy Acquisition Corporation’s 609 Eighth Avenue** between West 39th and West 40th Streets, according to **Newmark Grubb Knight Frank Retail** (<https://commercialobserver.com/tag/newmark-grubb-knight-frank-retail/>). The deal, which includes 1,957 square feet at grade and 766 square feet in the basement, is for 10 years and the asking rent was \$300 per square foot.

Jollibee, which *The New York Times* said is known as “the McDonald’s of the Philippines” (<http://www.nytimes.com/2009/03/11/dining/reviews/11brief-002.html>), has 890 restaurants worldwide with only two in the northeast: one at **62-29 Roosevelt Avenue** in Woodside, Queens and the other in Danforth, N.J.

At 609 Eighth Avenue, Jollibee joins **Arby’s** sandwich chain, which began leasing 4,793 square feet in the basement and on the first floor last Dec. 1, via a 10-year deal, according to **CoStar Group**.

“The proximity to the Port Authority along with the tremendous pedestrian count makes this Eighth Avenue corridor an ideal location for fast-casual brands. Both Jollibee and Arby’s choosing to locate their Manhattan flagship stores here further solidifies the strength of this sub-market,” **Daniel Iwanicki**, a

senior vice president of leasing and development at Ashkenazy Acquisition Corporation, said in prepared remarks.

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“Jollibee is primed for success at 609 Eighth Avenue given its optimum location near the bus terminal and the neighborhood’s heavy foot traffic,” said NGKF Retail’s **Harrison Abramowitz**, who represented the landlord along with colleague **Jason Pruger** (<https://commercialobserver.com/tag/jason-pruger/>), in a direct deal. “There is a large Filipino population in New Jersey, many of whom commute through Port Authority every day. This will be a tremendous help in introducing the chain to Manhattan.”

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