



HC

HOSPITALITY
CONSULTING

J

Destination Jelmoli

**Call for tenders
for dining &
outdoor areas**



HC Hospitality Consulting AG
Seelaubenweg 15, CH-6045 Meggen / LU
hc-ag.ch

May 2025

Contents

Location & use

Vision	5
Development of the location	6
Mix of uses	7

Idea & concept

Idea & concept	9
----------------	---

Lot 1 – dining

Key operational data	10
Look & feel mood board	11
Visual of the terrace	12
Cuisine mood board	13
Benchmarks	14
Floor plan	15
Space allocation	17

Lot 2 – temporary food stalls

Key operational data	18
Look & feel mood board	19
Cuisine mood board	20
Floor plan	21

Call for tenders & application

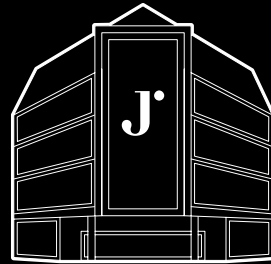
Framework conditions	23
Application process	24
Rental agreement (excerpt)	25
Information for bidders	26
Application documents	26
Evaluation of the bids	27
Type and format	27
Legal information	28
Contacts	28



Destination Jelmoli

Location & use





Destination Jelmoli

Located close to Zurich's Bahnhofstrasse, the listed Jelmoli building is steeped in history and is set to be reinvented as Destination Jelmoli – a new hub combining an innovative mix of retail, dining, office and leisure spaces. A location that brings people together – for Zurich at its best.



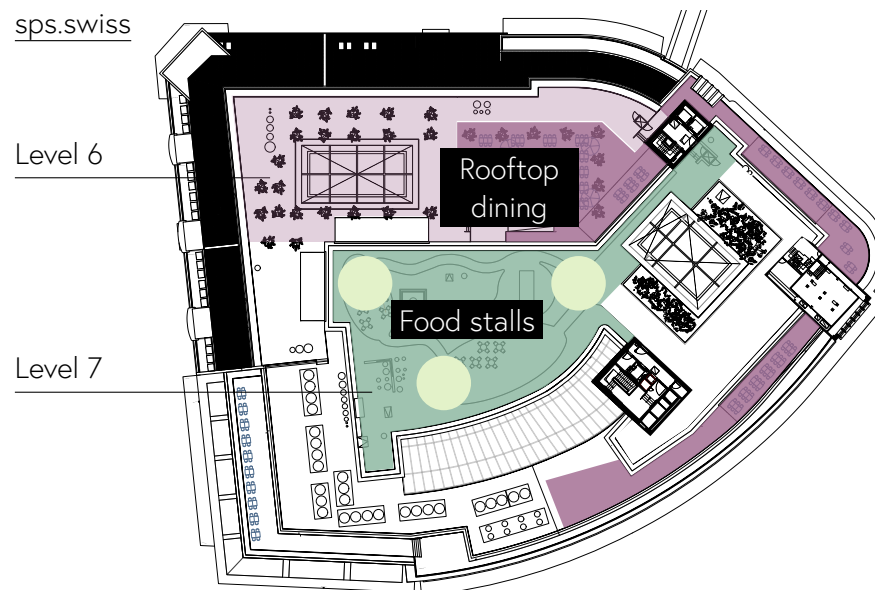
A visionary location since 1899

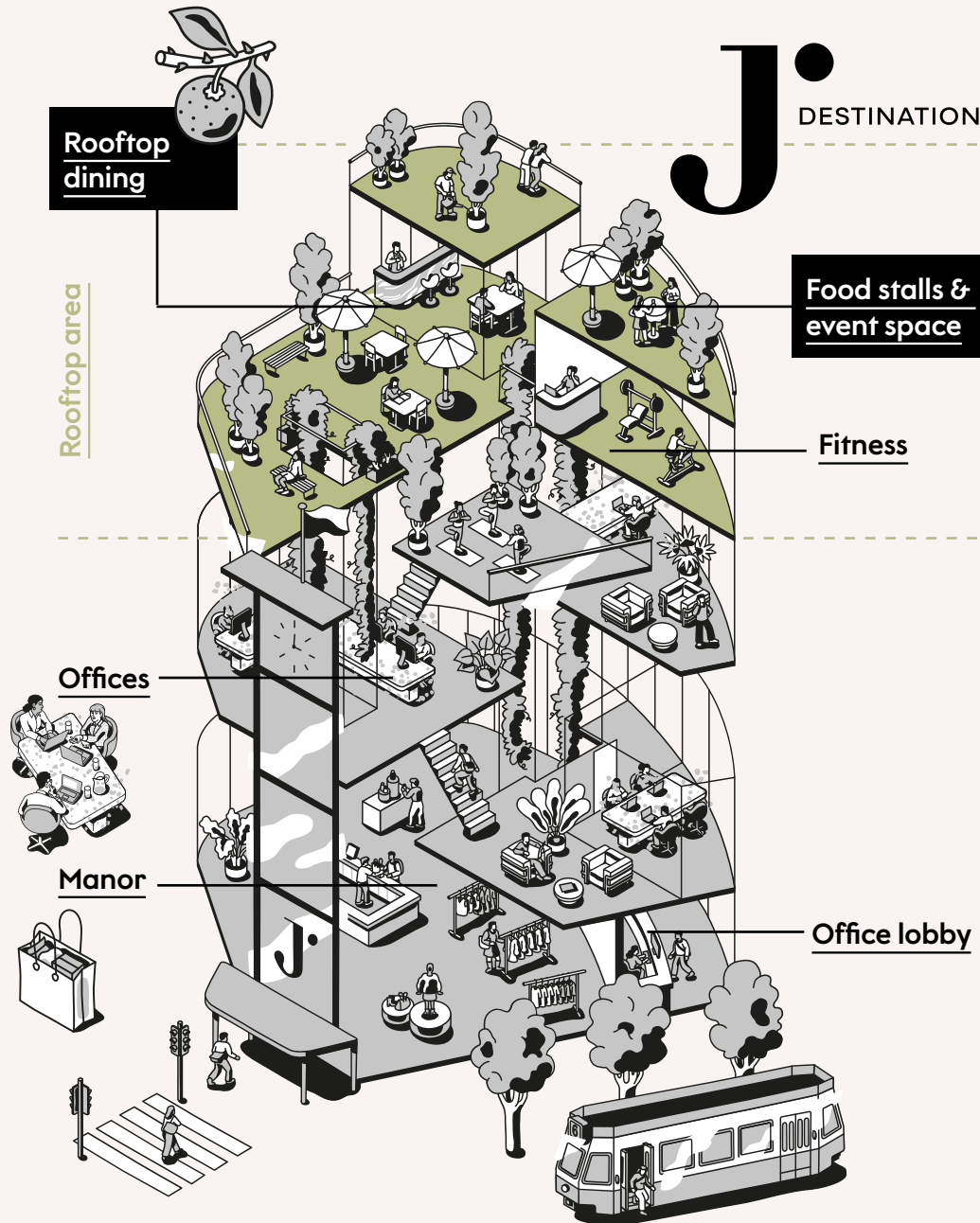
The Jelmoli building in the center of Zurich has been continuously redeveloped for decades and has always been a place for people to meet, shop, and eat. Its upcoming transformation from a department store into a site with a diverse mix of uses will be sensitive to the building's history, while creating a location fit for the future.

The previously unused roof will be turned into a publicly accessible space of 4,000 m² across two levels. The variety of views across the Zurich skyline coupled with the building's wide range of uses will create a lively, verdant place to meet in the heart of Zurich. Sustainability will also be a key focus of the redevelopment, which will include strategies to boost biodiversity and improve the microclimate in the sealed area of Zurich city center.

In addition to offering high-quality retail, office, and service space, the site will provide a new green rooftop area with outdoor food stalls/spaces for events, as well as unique rooftop dining facilities in central Zurich.

sps.swiss





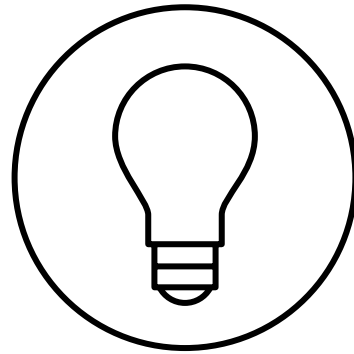
A modern mix of uses

Extending over six light-flooded floors, the new Destination Jelmoli looks to the future and caters for everyone by combining shopping, work, and lifestyle in one place.

The long-established department store group Manor will occupy the basement and ground floor as well as the first floor as the building's main tenant. The new Manor flagship store, which will be directly accessible from Sihlstrasse and Seidengasse, will offer shoppers a carefully curated range of products in the areas of fashion, beauty, home, and living and will also include the Manora Restaurant on the first floor (approx. 180 seats). Modern office spaces (approx. 600–900 workstations) with a separate entrance lobby will be located above this retail space. The new roof – with its spacious rooftop area for events, dining, and fitness (existing tenant Holmes Place) – will be open to the public.

With Manor and Holmes Place, half of the space was already rented out prior to the start of the renovations.

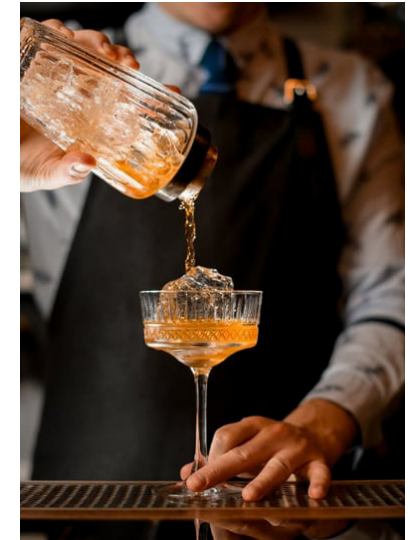
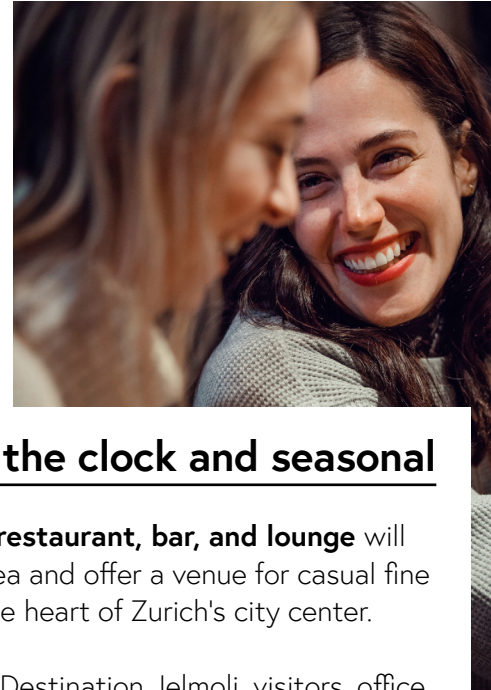
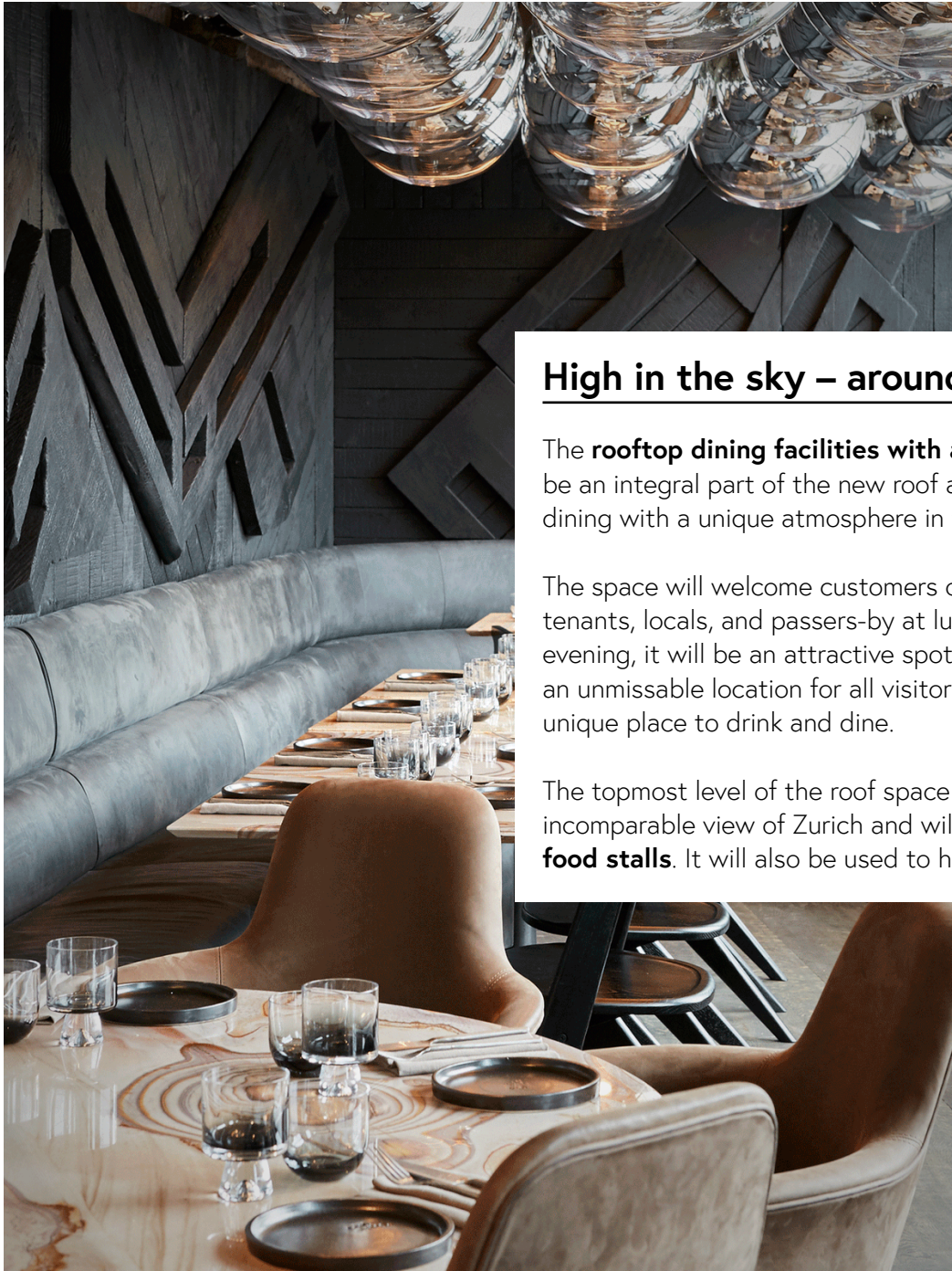
jelmoli.ch



Destination Jelmoli

Idea & concept





High in the sky – around the clock and seasonal

The **rooftop dining facilities with a restaurant, bar, and lounge** will be an integral part of the new roof area and offer a venue for casual fine dining with a unique atmosphere in the heart of Zurich's city center.

The space will welcome customers of Destination Jelmoli, visitors, office tenants, locals, and passers-by at lunchtime and in the afternoon. In the evening, it will be an attractive spot for Zurich's residents to meet and an unmissable location for all visitors to the city looking for a fantastic, unique place to drink and dine.

The topmost level of the roof space will provide visitors with an incomparable view of Zurich and will be home to **temporary seasonal food stalls**. It will also be used to host events.



Lot 1 – dining

Key operational data

Concept

On-trend restaurant with a bar and lounge, and a unique roof garden landscape

Type of establishment

- Restaurant with table service and bar
- Tower room
- Conference venue

Description

- The entire space should take guests by surprise and have a vibrant appeal.
- Visiting should be an experience in itself, and the atmosphere should be lighthearted rather than formal.
- The restaurant will be at its busiest in the evenings, but there is also the potential to attract visitors at lunchtime.
- A DJ should give a vibe to the atmosphere inside on Fridays and Saturdays.

Main target groups

- Zurich residents aged between 35 and 65 who enjoy good food and appreciate a good atmosphere.
- Tenants, visitors to Destination Jelmolli, people from nearby businesses, offices, and apartments, passers-by.
- The rooftop area can be used to hold unforgettable events.
- On the weekends, guests will also come from other areas of Zurich and its suburbs.

- Visiting should become an absolute must for tourists.

Opening days & times

- Open every day except Sunday
- Open for approx. 300 days a year
- Mon–Sat: 10:30am–11:30pm
- Outdoor area in operation from May 1–October 31
- Closed on certain public holidays and possibly during business closure days in midsummer

Floor space

- Approx. 900 m²
- See documents from the catering planner.

Seating

- Approx. 160 seats indoors
- Approx. 200 outdoor seats on the rooftop area

Pricing

- Mid-range to upper price bracket, but still within the range expected for casual fine dining.
- No Gault&Millau points (or at least no more than the perception of 15) or Michelin stars

Rooftop area, level 6

- Service will be provided in the outdoor area from spring to fall.
- Shade will be provided by trees.
- Smoking will be permitted in the furnished outdoor area.

General information

- The type of cuisine to be served will depend on the concept/operator, but should be broad-based and, in any event, include classics with a twist.
- No specific focus on an ethnic cuisine.
- The drinks served in the restaurant will be classic and modern and offered at reasonable prices.
- The bar will focus on mixology and serve food like tapas.
- Reservations will be accepted.
- An outdoor sound system will require special approval.

Guest facilities

- Guests can use the restrooms on the same level.

Number of restaurant staff

- The definitive number of staff will be determined more precisely during the course of the project and will be adapted to the actual conditions once the restaurant is open.
- A total of 40 FTEs is estimated.

Miscellaneous

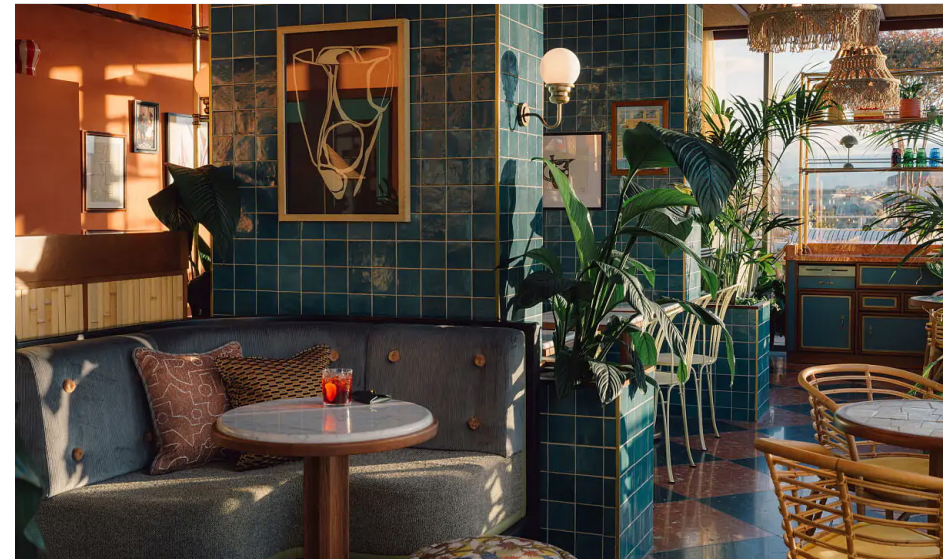
- Separate entrance with elevators
- Conference venue:
Approx. 64 seats/theater-style seating
- Tower room:
Approx. 12 seats/private dining

Look & feel mood board

11



Lot 1 - dining





Cuisine mood board



Benchmarks

Zuma Intl., Istanbul

zumarestaurant.com

- Founded in London
- Contemporary Japanese
- More casual than Nobu



Novikov, London

novikovrestaurant.co.uk

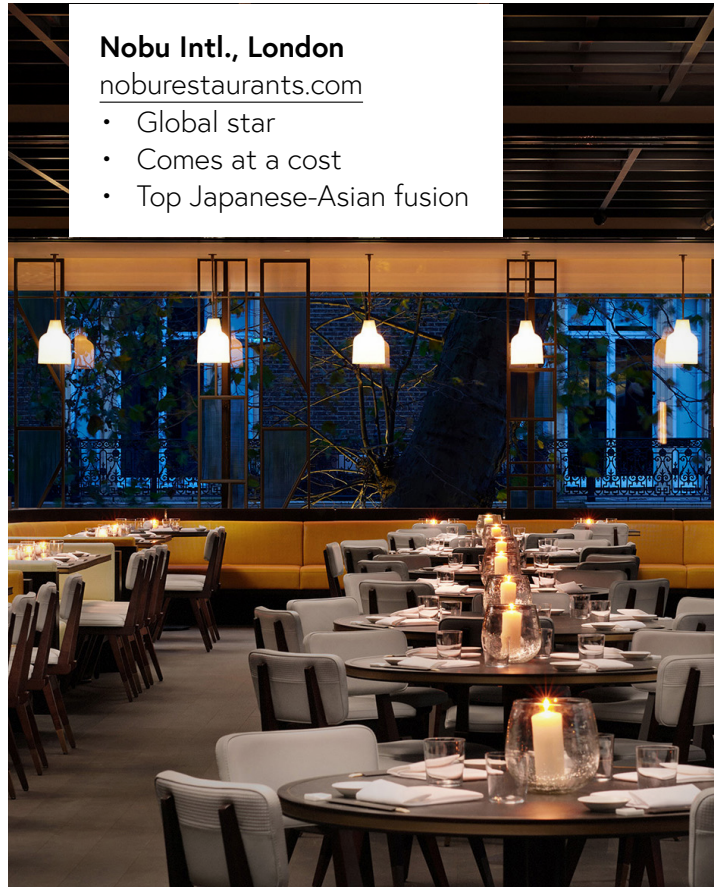
- Superlative place to dine
- Combination of Asian, Italian, and club dining
- Celebrities
- Top quality



Nobu Intl., London

noburestaurants.com

- Global star
- Comes at a cost
- Top Japanese-Asian fusion



Grill-Royal, Berlin

grillroyal.com

- The place to be seen for VIPs
- Fantastic selection of meat dishes
- Lounge atmosphere



14

Lot 1 – dining

BONDST, NYC

bondstrestaurant.com

- Sushi specialties
- New Japanese cuisine
- On-trend

The Soho House, Amsterdam

thesohohouse.com

- In the Champions League in terms of experience and design
- European-inspired food, with local specialties
- Member club



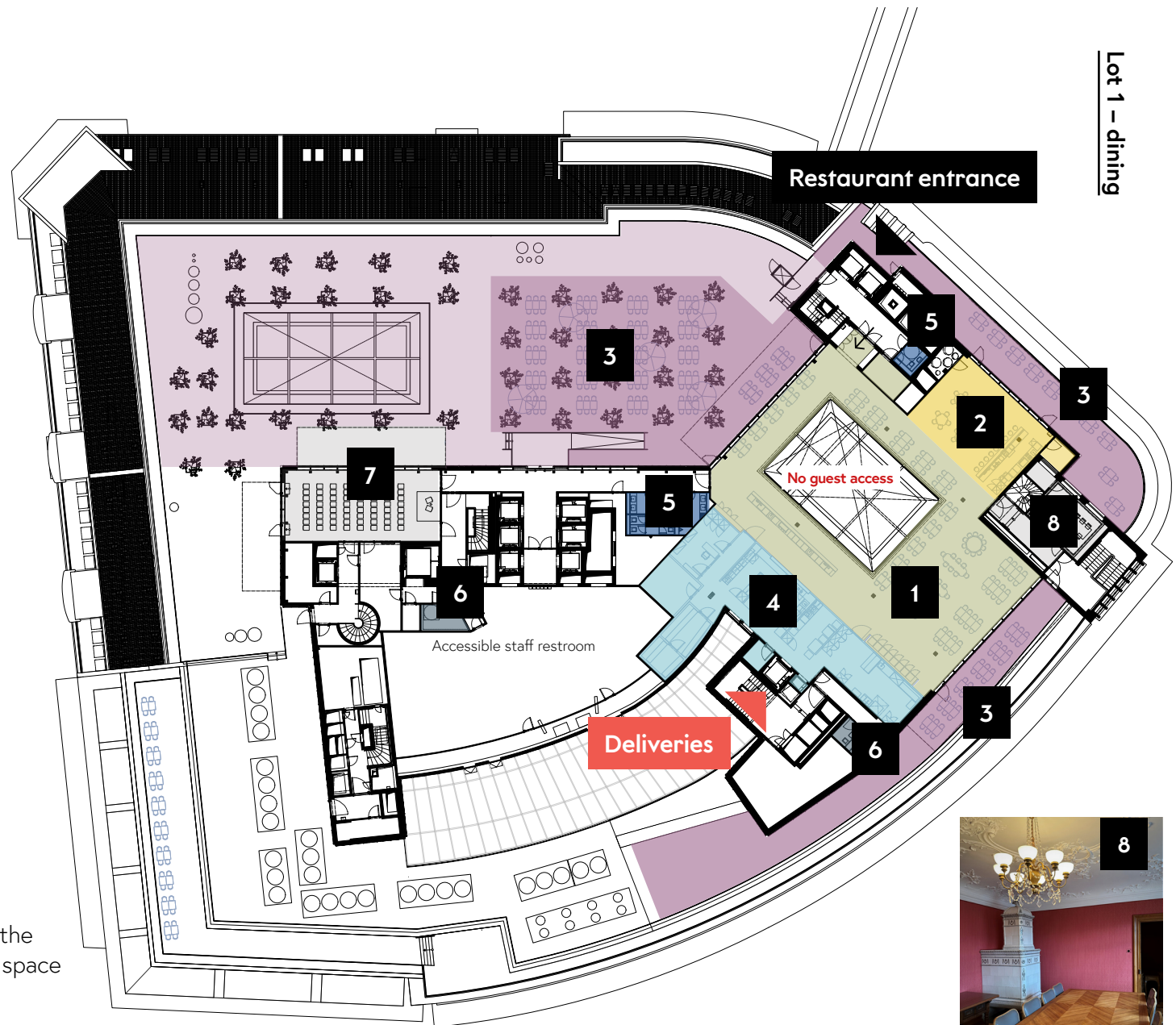
Floor plan

6TH FLOOR

- 1 Restaurant
- 2 Bar & lounge
- 3 Outdoor area / Outdoor bar
- 4 Kitchen & facilities, incl. office
- 5 Guest restrooms
- 6 Staff restrooms
- 7 Conference venue, incl. outdoor area
- 8 Tower room
- 9 The building also includes various opportunities to provide catering on the office floors, which offer further sales potential. (not shown)

Please note

See the documents from the catering planner in the appendix for detailed floor plans, information on space allocation, and electrical supply data.



Floor plan

1st BASEMENT FLOOR

- 9** Staff restroom/cloakroom
(space shared with Manor)

2nd BASEMENT FLOOR

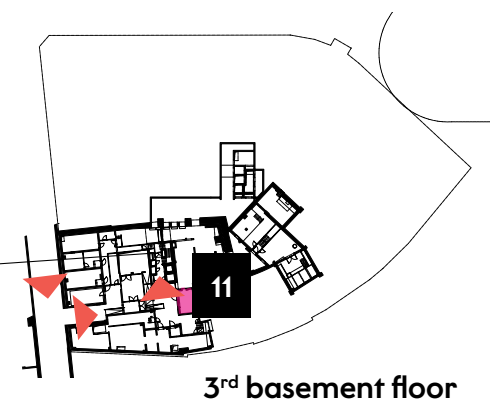
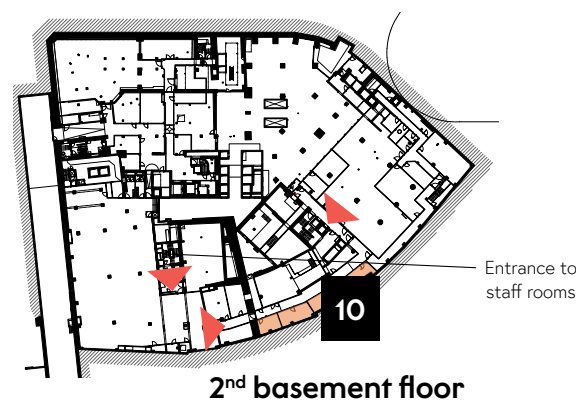
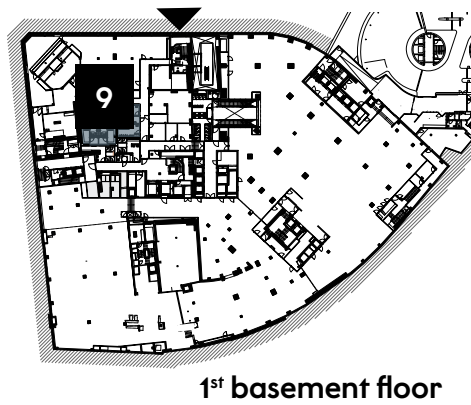
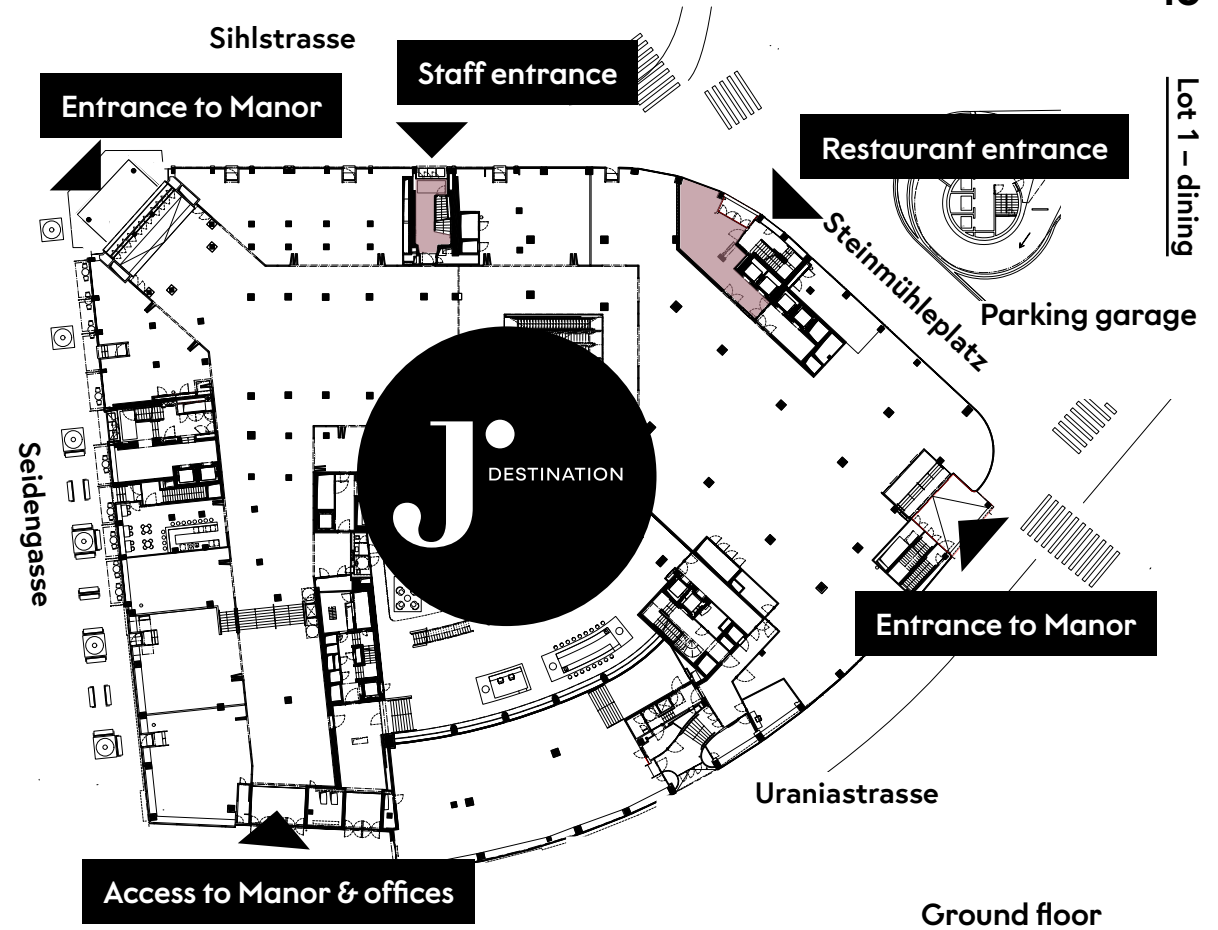
- 10** Storeroom

3rd BASEMENT FLOOR

- 11** Deliveries/waste disposal

Please note

See the documents from the catering planner in the appendix for detailed floor plans, information on space allocation, and electrical supply data.



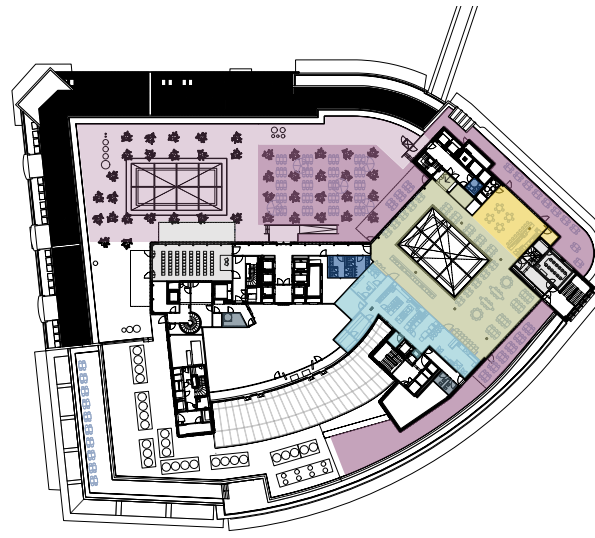
Space allocation

6TH FLOOR	Seats	m ²
Restaurant	130	333 m ²
Bar & lounge	30	90 m ²
Conference venue & tower room		120 m ²
Outdoor area	200	732 m ²
Kitchen & facilities, incl. office		182 m ²
Guest restrooms		27 m ²
Staff restrooms		15 m ²
1st BASEMENT FLOOR		m²
Staff restroom/cloakroom (space shared with Manor)		113 m ²
2nd BASEMENT FLOOR		m²
Storer		103 m ²
3rd BASEMENT FLOOR		m²
Deliveries/waste disposal		30 m ²
Total seats indoors	160	
Total seats outdoors	200	
Total dining space GF and BF*		900 m²

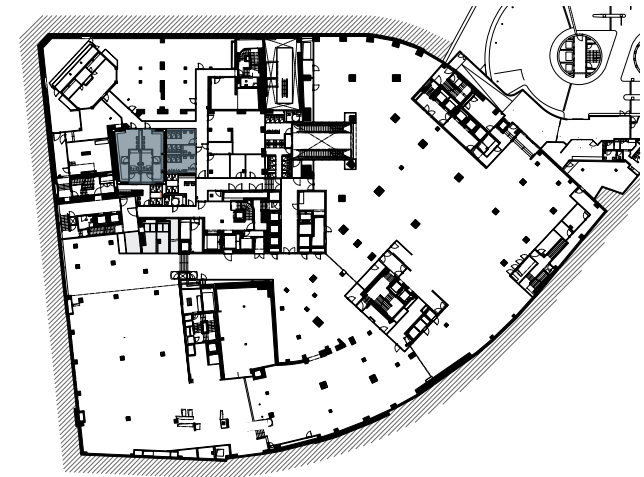
*excl. shared space and outdoor areas

Please note

See the documents from the catering planner in the appendix for detailed floor plans, information on space allocation, and electrical supply data.



6th floor



1st basement floor



2nd basement floor



3rd basement floor

Lot 2 – temporary food stalls

18

Key operational data

Concept

Stalls like those seen at temporary food festivals, various food and drink options suitable for the warmer months.

Type of establishment

Guests purchase items and pay for them directly at the stall.

Description

- The roof on level 7 will create a fantastic environment in the heart of the city and will include lots of trees that will provide shade in summer.
- We intend to make this level accessible to the city's residents during the warmer months, offering a relaxed atmosphere in which to enjoy simple cuisine.
- Events with or without music will take place here occasionally.

Main target groups

- All of the city's residents
- All of the building's users
- Tourists

Opening times & months of operation

- We envisage the food stalls being open from April to October.
- The details will be discussed with the operator.

Floor space

- See the plans for level L7.

Seating

- There will be a range of seating options like those found in a park.

Pricing

- Reasonable prices that are appropriate for what is on offer.

General information

- General and official stipulations and framework requirements must be observed during events.
- Technical requirements are to be discussed between the parties involved.

Guest facilities

- To be planned separately



Look & feel mood board



Cuisine mood board



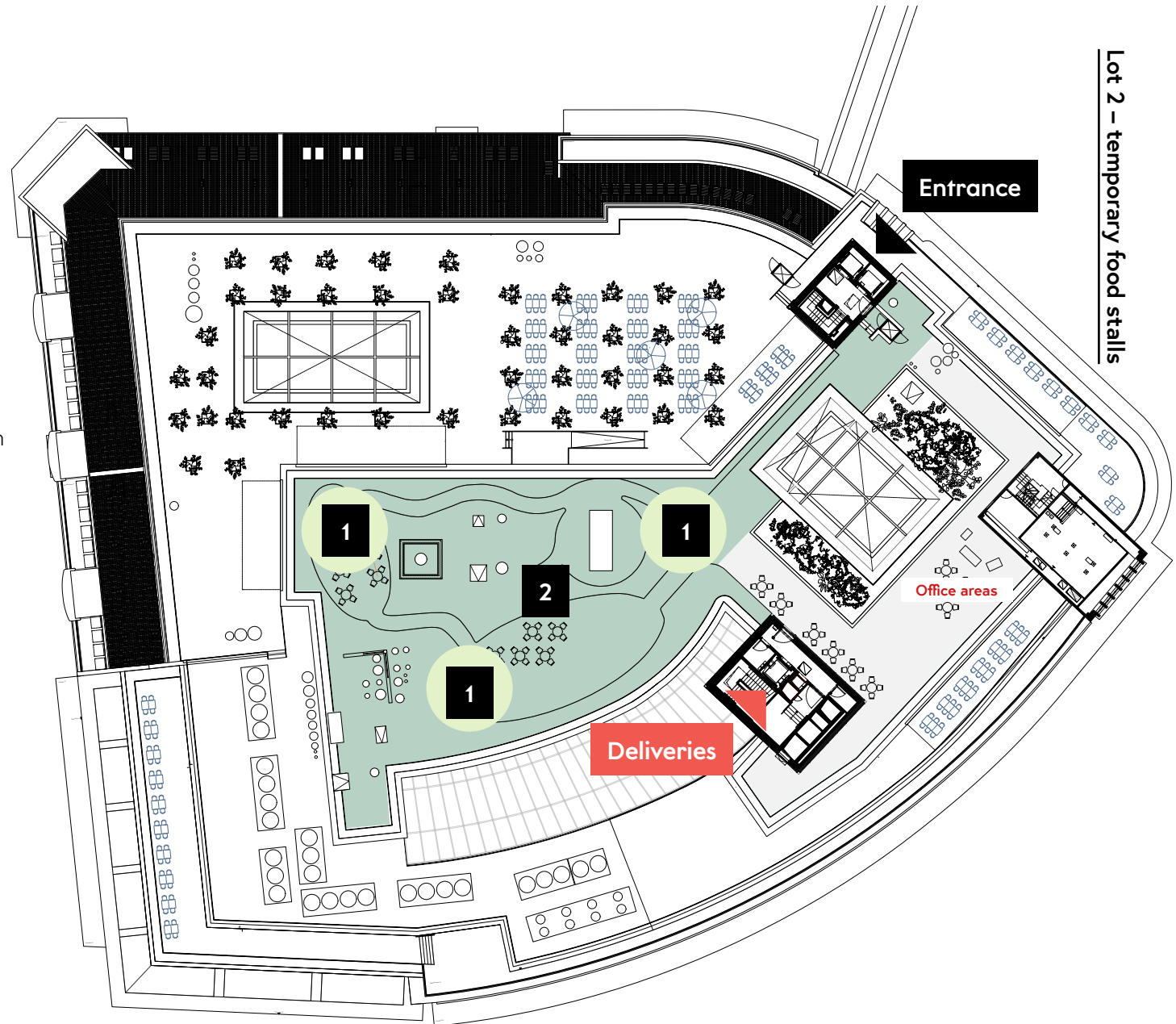
Floor plan

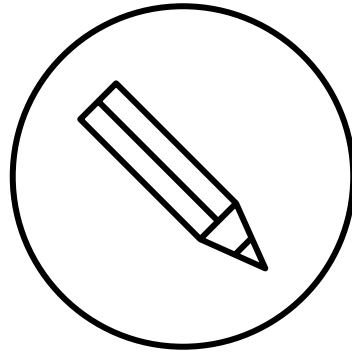
7TH FLOOR

- 1** Food stalls
- 2** Event space

Please note

See the documents from the catering planner in the appendix for detailed floor plans, information on space allocation, and electrical supply data.





Destination Jelmoli

Call for tenders & application

Framework conditions

Located just a few minutes' walk from Zurich's main train station, the iconic Jelmoli building will be completely redeveloped by the end of 2027 and will be brought back to life as Destination Jelmoli – a new hub combining an innovative mix of retail, dining, office, and leisure spaces. A stunning roof garden with rooftop dining will be created on the 6th floor, while level 7 will be occupied by temporary food stalls.

Two lots are being put out to tender. Bidders can apply for either of the lots individually or submit a joint bid for both lots.

Lot 1 – rooftop dining

- Indoors: up to 160 seats, restaurant with bar & lounge.
- Outdoors: up to 200 seats (roof garden/terraces).
- Conference venue: approx. 64 seats/theater-style seating.
- Tower room: approx. 12 seats/private dining.
- Maximum number of persons: 380; a management and security system is being planned.
- For details, see documents from the catering planner in the appendix.

Lot 2 – temporary food stalls

- Various locations for food trucks/stalls.
- Maximum number of persons: 260; a management and security system is being planned.
- For details, see documents from the catering planner in the appendix.

Mix of uses at Destination Jelmoli

- Manor across 3 floors (-1, ground floor, +1)
Visitors/day: approx. 700, approx. 1,600 visitors on peak days
Dining: approx. 180 seats (Manora restaurant)
- Office tenants across 3 floors, approx. 600–900 workstations
- Holmes Place on 1 floor (+5)

Target clientele

- Destination Jelmoli's tenants and visitors
- Nearby offices and apartments
- Passers-by, visitors to Zurich
- Tourists, hotel guests

Concept

The dining concept described in this document should be seen as an idea and suggestion. We would be happy to consider any other concepts or ideas for food trucks/stalls that you would like to propose, provided that they cover the entire rental space.

Application process

The application process is divided into stages. For reasons of transparency, measurability, and comparability, applications must be made in writing. The first stage is for interested parties to submit their applications.

Stage 1

- Distribution of all documents: **May 16, 2025**
- Any questions to be submitted : **by May 28, 2025**
- Questions to be answered : **by June 4, 2025**
- Interested parties to submit their written application documents **by July 25, 2025**

Stage 2

Applications to be reviewed by HC Hospitality Consulting AG together with the representatives of the owners **by August 8, 2025**. Invitations will be sent to all shortlisted bidders on **August 15, 2025**.

Stage 3

Presentation of the concepts/bids on **September 17 and 18, 2025** (save the date).

Stage 4

Decision to be made in **October 2025**.

Stage 5

The contract, including all annexes, will then be finalized and signed.

Stage 6

Planning and communications for the opening will commence.



Rental agreement (excerpt)

Basic principles

The tenant shall take charge of an empty building structure. Detailed information can be found in the addendum "Schnittstellenkatalog Ausbau" (interface fit-out). If interested parties do not have the required funds, any changes to the interface fit-out must be negotiated with the landlord. As part of its bid, the bidder must clearly state the sum of money concerned and how it would amortize and pay interest on this loan. The landlord shall ultimately decide whether to accept such a bid at its own discretion.

Start of the rental period

Estimated from **mid-2028**

Start of payments

From the opening date

Duration of the rental period

10 years plus 1 x 5-year option to extend

Handover of the property

It is estimated that the rental property will be handed over for the tenant for fit-out at the **start of 2028**.

Rent

The tenant shall pay a sales-based rent based on a percentage of its annual net sales. As a minimum, the tenant shall pay a minimum net rent plus ancillary costs and VAT. We look forward to receiving an offer.

Ancillary costs

The installments amount to the following:

- CHF 90.00/m²/year for level 6
- CHF 40.00/m²/year for level -1

These values are provided for cost-estimate purposes and still need to be discussed in detail; they are subject to change.

A pro rata payment of CHF 15.00/m² should also be anticipated for the management of the outdoor areas.

Guarantee

To ensure compliance with the obligations arising from the rental agreement, the tenant shall obtain a bank guarantee in favor of the landlord from a first-class Swiss bank.

This guarantee shall correspond to 6 gross rent payments.

Concept

The concept and business plan submitted together with any amendments shall form part of the rental agreement to be concluded.

Opening times

Approx. 300 days a year for lot 1; we estimate six months of operation a year for lot 2. The minimum opening times shall be contractually agreed and must be strictly observed. Longer periods of business closure shall be prohibited. A contract penalty shall be due if the minimum opening times are not observed.

Permits

The tenant must cover the cost of obtaining any official permits required for fitting out the business.

Information for bidders

The following documents are available for download:
hc-ag.ch/projekte/jelmoli.zip

Basic information

- Information about the entire project: jelmoli.ch
- Information about the building's history: wikipedia.ch

Concept and application

- PDF about the call for tenders for dining at Destination Jelmoli in German and English

Basic plans

- PDF/DWG of the rental areas indicating how the space may be divided
- Space allocation
- Interface fit-out, incl. building specification

Application documents

Scope and contents

- The interested parties are free to determine the scope and layout of their application.
- The documents submitted must allow the following criteria to be evaluated in detail and in full.

Concept

- Area of focus of the concept.
- Approvability (we recommend engaging a catering planner specializing in the restaurant industry).
- Offering, incl. price structure (ranges).

- For lot 2, please specify the technical requirements and approx weights of the planned structures.
- Positioning compared to local competition.
- Target audience, customer structure.
- Appearance: design, mood, atmosphere, example images, visualizations, rough plan of the materials to be used.
- Management summary with the most relevant content.

Organization and references

- Individual, company, organization, manager(s) in charge and responsible for the property
- Experience in planning, opening, and managing a relatively large restaurant
- References (landlord, investors, etc.)
- Establishments already opened or list of establishments

Key financial figures

- Detailed profit and loss accounts for at least 5 years
- Key operating figures, plausibility check
- Rent offer (sales-based rent and minimum rent)
- Calculation of the planned investment checked for plausibility by a planner/catering planner specializing in the restaurant industry (observe the interface document)
- If the bidder would like the landlord to contribute to the fit-out costs by providing prefinancing: offer for this loan (repayment, interest rate)
- Proof of financing for the investments needed for the project
- Proof of creditworthiness

Evaluation of the bids

The bids will be evaluated as follows (criteria not listed in order of priority):

- Concept and business (positioning, innovation, offering, look).
- Economic criteria: rent and purchase value.
- Company/project team (professionalism, team, past achievements).
- A secure contract in terms of deadlines, costs, payments, performance of obligations, and liability.
- Scope of guarantees and insurance cover arranged by the bidder.
- The two packages will also be evaluated separately due to the different lots.

Type and format

The application documents must include the information detailed above and must be submitted **digitally and in full** (compressed so that they can be sent) **by July 25, 2025 to:**

HC Hospitality Consulting AG
peter.herzog@hc-ag.ch

Miscellaneous

Please contact Peter Herzog if you require further details about the application process or any other general information.

peter.herzog@hc-ag.ch
079 357 32 14

For organizational purposes, please contact Peter Herzog if, after reviewing the documentation, you decide that you would like to submit an application for either of the lots, stating which lot you intend to apply for.

Legal information

- The property owner is not obliged to accept any specific bid received and reserves the right to the extent permitted by the applicable laws to implement elements of concepts submitted by other bidders that are identical or similar.
- The property owner is not obliged to state its reasons for rejecting a bid.
- The property owner reserves the right to add elements to, amend or terminate the evaluation process or timeline at any time without stating its reasons for doing so.
- The bidder shall assume all costs, expenses and liabilities associated with preparing its application.
- The bidder acknowledges that this is not a public invitation to tender. Any standards relating to public invitations to tender do not apply.

Contacts

HC Hospitality Consulting AG

Peter Herzog

hc-ag.ch

planbar ag

Mario Sekinger

planbar.ch

Bureau18 Steffen Knuchel GmbH

Martina Steffen

bureau18.ch