

## PRESS RELEASE

### **Joe & The Juice opens flagship in Kvarteret Johanna, Gothenburg**

**Hufvudstaden is pleased to welcome Joe & The Juice to Kvarteret Johanna. In autumn 2026, the Danish chain will open its new flagship location in Gothenburg at Södra Hamngatan 45, featuring their latest concept.**

The premises span 120 square metres, complemented by a 160 square metre courtyard featuring a glass roof and abundant natural light. Joe & The Juice offers a wide range of juices, smoothies, coffee, and sandwiches, and will be an important part of Kvarteret Johanna's retail offering. The establishment strengthens the pulse of Fredstan and adds significant value for the office tenants moving into the block.

*"Joe & The Juice will be a welcome addition to Kvarteret Johanna. Their presence helps create an attractive environment and adds real value both for our office tenants and the wider area,"* says Malin Måhlin, Leasing Manager, Hufvudstaden.

Joe & The Juice also sees great potential in the new location:

*"Located in the heart of Fredstan, Kvarteret Johanna is the perfect site for our new flagship in Gothenburg. It gives us a unique opportunity to connect with both office tenants and visitors in the area. We look forward to welcoming them to our concept Joe & The Juice community – full of energy, positive vibes, and of course, our popular, freshly made juices, sandwiches and coffee,"* says Michael Rask, Head of Real Estate Nordics, Joe & The Juice.

The opening is fully in line with Hufvudstaden's ambition to develop Kvarteret Johanna into a lively and attractive city district where people want to work, shop, and spend time.

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## About Kvarteret Johanna

Kvarteret Johanna is located in one of Gothenburg's most central districts, next to the city's historic canals, just a stone's throw from Brunnsparken and Central Station, adjacent to the Nordiska Kompaniet department store. The development is one of the largest projects underway in Gothenburg's inner city and will significantly contribute to the ongoing development of Fredstan. The renovation and new construction provide a total of approximately 32,000 square metres for offices, shops, restaurants, and more, expected to be ready for occupancy in 2026. Externally, the block retains its varied facades, while internally all buildings will be interconnected, creating substantial flexibility to customize office sizes to tenant needs. Companies can choose offices ranging from 150 to 4,300 square metres on the same floor.

Hufvudstaden has named the property Johanna in tribute to two Gothenburg landmarks – the Johanna statue in Brunnsparken and the legendary Johanna restaurant previously located at the site on "Brända tomten". The quarter is situated in the Fredstan district in central Gothenburg.

The site will feature three service concepts, adding significant value for future office tenants. Stureplansgruppen will open a rooftop restaurant on Södra Hamngatan, and Nordic Wellness will launch a gym at street level on Drottninggatan. Hufvudstaden's own coworking concept Cecil will also be established, offering private offices, shared workspaces, and an extensive conference area where both members and external guests can book meeting rooms and conference facilities.

Confirmed tenants at Kvarteret Johanna:

- Accenture
- Advokatfirman Vinge
- Cecil Coworking
- Censor
- EY
- Hemsö Fastighets AB
- Joe & The Juice
- Korab International AB
- Kvänum kök AB
- Nordea
- Nordic Wellness
- Stureplansgruppen