

PRESS RELEASE

MR Cake opens in Femman

In May, popular patisserie brand MR Cake is to open in Femman, Gothenburg's top retail destination. MR Cake is the brainchild of expert confectioner Roy Fares, who opened his first outlet in Stockholm in 2017. This will be MR Cake's second patisserie in Gothenburg and will be located on street level in Femman, Nordstan.

MR Cake offers delicious US-inspired pastries and chocolates to create memorable experiences that bring customers back for more. The first MR Cake opened its doors in Stockholm seven years ago and the concept quickly took off. In Gothenburg, MR Cake's existing outlet is near Stenpiren.

"We're delighted to welcome MR Cake to the Hufvudstaden fold. Their concept fits incredibly well at Femman and will be a welcome addition for our pastry-hungry visitors. It strengthens our offering and will become a destination for our customers," says Malin Måhlin, Retail Leasing, Hufvudstaden.

Fares was named Pastry Chef of the Year in 2010 and is today one of Sweden's most popular pastry chefs.

"Femman has so much energy and people on the move. We were looking to open another outlet, and this felt perfect for us: a central location for the people of Gothenburg and tourists. We'll have a slightly smaller selection than at our Stenpiren site and invest in coffee and light lunches. We hope that we can add something to Femman in terms of its coffee choices," says Fares.

With its central location at the heart of Nordstan in Gothenburg and range of leading brands, Femman offers visitors an unrivalled retail experience.

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