

Burwood Brickworks retailer case study: Hot Hot Pot

Sustainable and traditional concept aims to stimulate and educate

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Joe Lim and his team want to provide customers a culturally authentic classic Sichuan hot pot but that doesn't mean he can't work a subtle 'Melbourne' vibe into the casual dining experience.

So once the doors open, if you visit Hot Hot Pot at Burwood Brickworks, you can expect to find some little tweaks that let you know that, while the food is traditionally Chinese, the experience is Melbourne's vibrant eastern suburbs.

"Our hot pot uses healthy, sustainably-sourced ingredients prepared fresh, with no MSG. On top of your usual bowl, we will also create a 'keep mug', which you can re-use and recycle, and take home with you to cut down on waste and encourage sustainability. It's part of our objective to provide a different, unique take on a traditional Chinese classic," Joe says.

"We know locals in this area care about their health and wellbeing, and the health of the planet. So do we. This is how we've shaped our concept.

"Hot pot in a bowl is a staple of Chinese life and as a food trend in Melbourne, it's growing. We want to educate people on how to appreciate this cuisine by offering an experience that will make them eager to return.

"And we want to do it sustainably and responsibly, which is why Burwood Brickworks makes perfect sense."

Joe and his wife Joanna know the eastern suburbs well. They live in Doncaster and have other food business in Westfield Doncaster and Box Hill. Hot Hot Pot at Burwood Brickworks will be the couple's fourth venture.

"We were looking to grow but not simply for growth's sake. The opportunity had to be right," Joe explains.

"When we discovered that Frasers Property Australia was taking on the Living Building Challenge™ at Burwood Brickworks we knew it would be worth investigating. The vision is very aligned with how we view our own business and our commitment to operating in a sustainable, environmentally-friendly way."

Specifically, the type of cuisine that Hot Hot Pot team specialises in is 'Malatang', from the Sichuan province in China. At the heart of the dish is the broth, with oven roasted pork bones, beef bones and bone marrows slow cooked for eight hours with 18 other wild herbs and spices.

Traditionally, diners would cook their own at the table around a large simmering bowl. At Hot Hot Pot, it's cooked for you and you pay according to weight. Customers can pick their favourite ingredients and level of spiciness according to taste but be warned – hot means hot!

The fitout for Hot Hot Pot at Burwood Brickworks will incorporate a range of innovations to tie in with Frasers Property's aspirations to gain Living Building Challenge™ accreditation.

"Our new Hot Hot Pot store uses sustainable materials such as reclaimed bricks, metal scaffolding scraps and salvaged timbers to ensure it aligns with the broader vision for the shopping centre," Joe says.

"Work on the centre is coming along well and we're looking forward to providing something new and different to the local area and the local people."

Frasers Property is aiming for the shopping centre at Burwood Brickworks to be the first retail development in the world to achieve Living Building Challenge™ certification. This means it will generate more energy than it consumes on an annual basis, retain and recycle all of the water it uses, dedicate 20% of its site footprint for food growing, among many other sustainable initiatives.

A mix of on-site rooftop solar PV and off-site renewable energy, utilising the latest in battery storage, will generate 105% of the energy required for the building.

The shopping centre has been designed by Melbourne-based NH Architecture, while North Melbourne-based Russell & George has been appointed to ensure the base building interior design meets the elevated biophilic design requirements that Living Building Challenge™ compliance demands.

Frasers Property recently received a 6 Star Green Star Design and As-Built v1.1 (Design Review) rating for its shopping centre at Burwood Brickworks from the Green Building Council of Australia.

Retailers interested in a tenancy at Burwood Brickworks should call Frasers Property on 13 38 38 or visit www.frasersproperty.com.au/Retail/VIC/Burwood-Brickworks/Register.

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Being part of a global group opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of our operations. The company creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive and real*.

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