

MEET YOU THERE



CFMARCHÉ
des promenades

VISION AND COMMERCIAL
OPPORTUNITY

ALL YEAR LONG



SNAPSHOT OF THE OPPORTUNITY

850,000+

trade area population

\$97,000

median household income
of the existing clientele

130,000 sq. ft.

dedicated to the new CF Marché
des Promenades, including food
shops, restaurants, boutiques,
kiosks, artisans and producers

\$178M

invested in the redevelopment
of CF Promenades St-Bruno
over 5 years, including \$70M for
CF Marché des Promenades

A TASTE OF CF MARCHÉ

Imagine a place where artisans and communities come together all year long – regardless of the weather. An unparalleled food destination with enticing restaurants, specialty food products and daily provisions.

A variety of activities, evolving with the seasons, for foodies of all ages to enjoy.

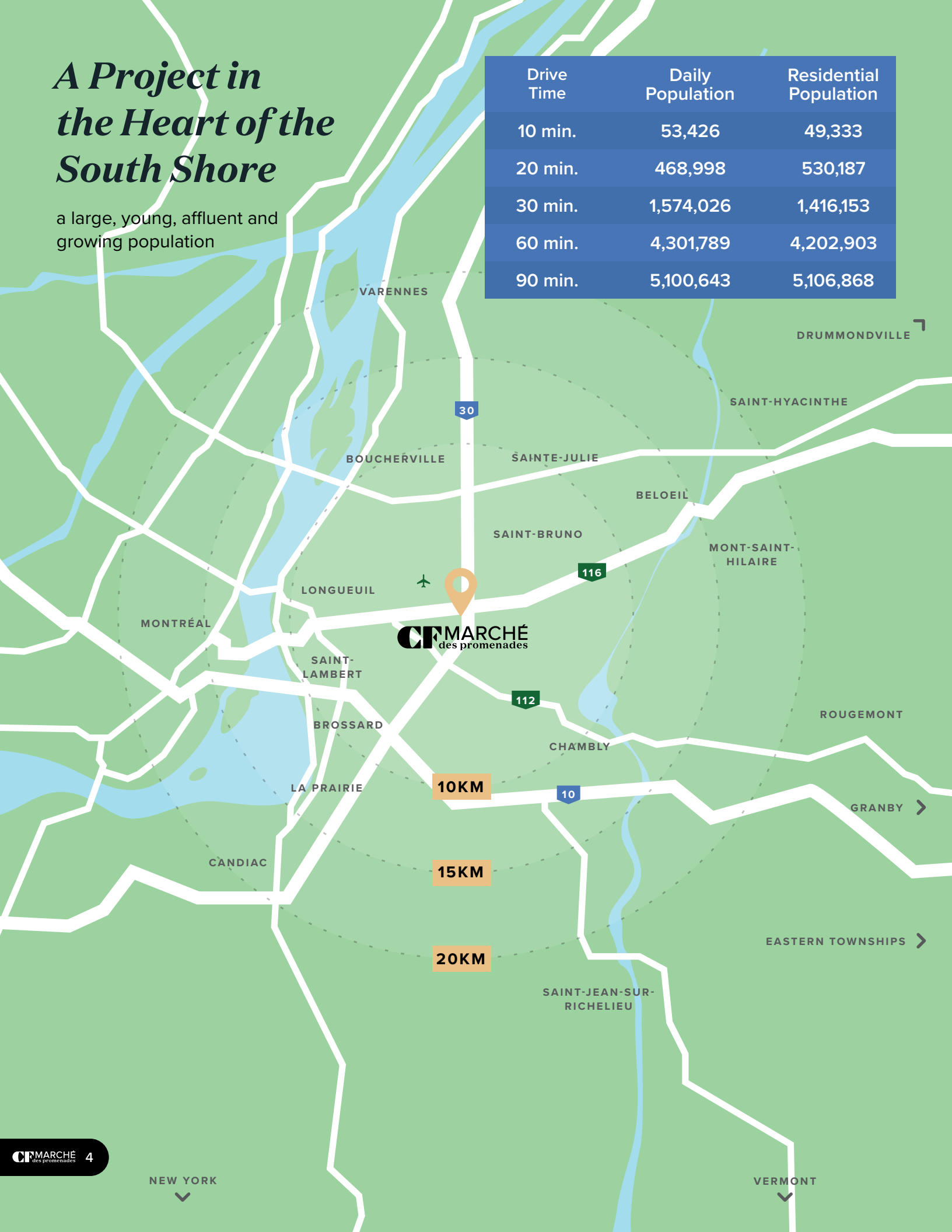
A vibrant and inviting place to share and explore the very best that culinary artisans, authentic food producers and passionate restaurateurs have to offer.

**THIS IS CF MARCHÉ DES PROMENADES.
A FIRST IN QUÉBEC.**

A Project in the Heart of the South Shore

a large, young, affluent and
growing population

Drive Time	Daily Population	Residential Population
10 min.	53,426	49,333
20 min.	468,998	530,187
30 min.	1,574,026	1,416,153
60 min.	4,301,789	4,202,903
90 min.	5,100,643	5,106,868



At the Centre of a Dynamic Community

conveniently located near significant employment hubs and recreational and tourist destinations



1. 15th busiest airport in Canada in terms of aircraft movements; new passenger terminal and expansion of the main runway

2. nearly 700 employees

3. \$500M investment, will create hundreds of jobs (opening in 2021)

4. home to reputable companies such as: Bombardier, Norampac, Exceldor, Hydro-Québec, Stelpro, and many more

5. new wellness spa at the foot of Mont Saint-Bruno

6. largest ski school in Canada; more than 900 employees and 400,000 visitors annually

7. more than 950,000 visitors annually – the busiest park in Québec

8. 3,000 new homes

9. 12,722,942 sq. ft. of manufacturing space

SAINT-BRUNO

A CITY ON THE RISE

- ✓ named the best city in Canada to raise a family
- ✓ average household income: \$132,000+
- ✓ population: 27,000+ residents

THE BREAD BASKET OF QUÉBEC

IN SAINT-BRUNO'S BACKYARD

The province of Québec is known around the world for its agricultural and culinary riches, and the Montérégie and Eastern Townships regions, located in Saint-Bruno's backyard, are at the epicentre of Québec's gastronomic landscape. Considered the province's bread basket, these regions are responsible for more than a quarter of Québec's agricultural business and generate one third of its agricultural production.

Whether it's to sip a glass on the wine route, try a new cider, visit a lavender farm, explore one of the many organic farms or go apple-picking and make fresh juice, these regions are world-class food destinations worth exploring, making them favourites for Québécois and tourists alike.



\$458M

total revenues for the agritourism and food tourism businesses in Québec



10M

number of tourists who visit the Montérégie and Eastern Townships regions each year



15,241

number of farms and agricultural producers in the Montérégie and Eastern Townships regions, representing more than a quarter of Québec's agricultural business



235+

number of certified organic farms in the Montérégie and Eastern Townships regions



\$3.5B

value of gross domestic agricultural production in the Montérégie and Eastern Townships regions, more than a third of the total in Québec



3M

daily visits to local restaurants



\$5B

amount spent on food purchases in Québec, which continues to grow



\$7,788

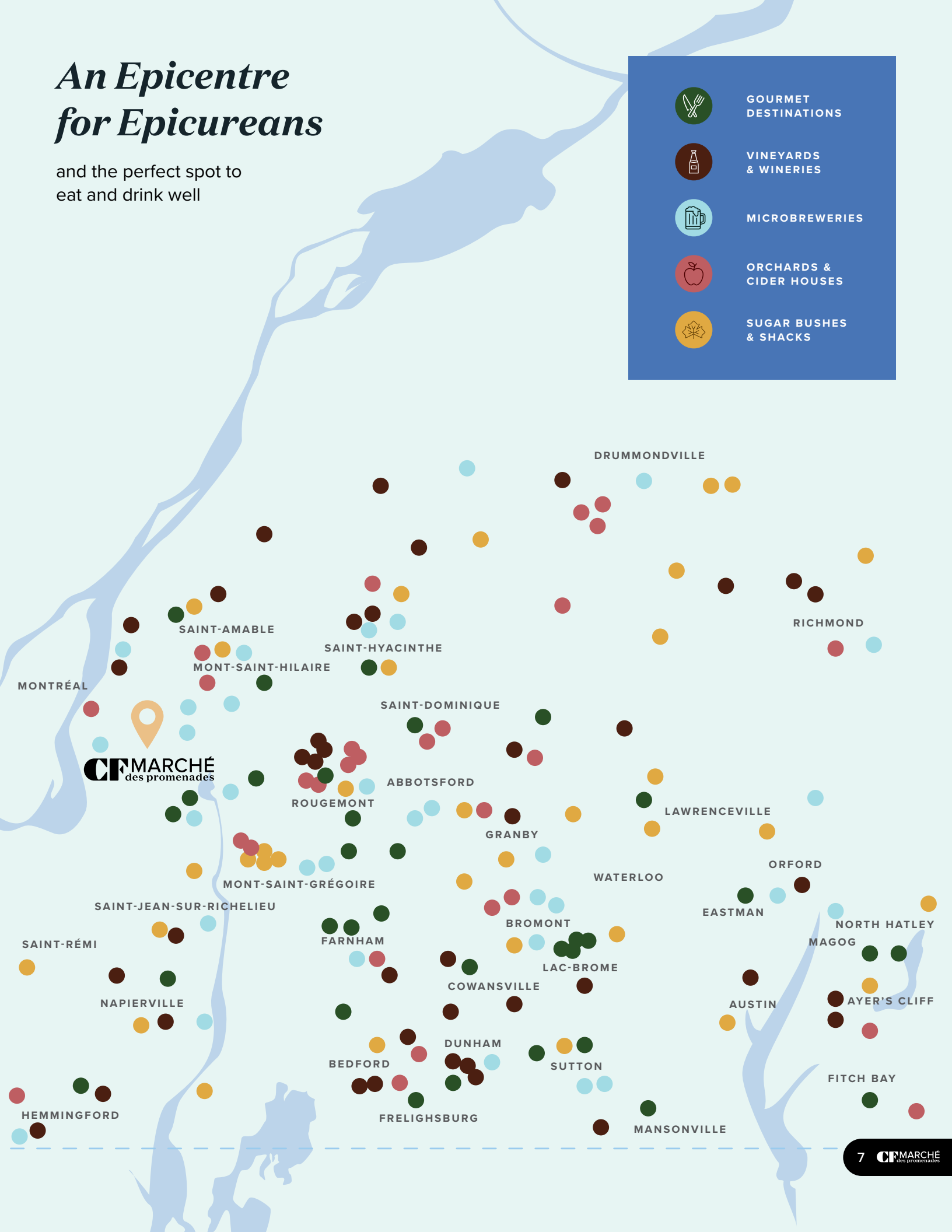
average household spending on food per year in Québec



An Epicentre for Epicureans

and the perfect spot to
eat and drink well

-  GOURMET DESTINATIONS
-  VINEYARDS & WINERIES
-  MICROBREWERIES
-  ORCHARDS & CIDER HOUSES
-  SUGAR BUSHES & SHACKS



MONTREAL

THE CULINARY AND FESTIVAL CAPITAL OF NORTH AMERICA!

- ✓ welcomes 384 festivals and celebrations each year
- ✓ boasts 13 public food markets
- ✓ offers the most restaurants per capita in North America
- ✓ hosts the largest gathering of food trucks in Canada

IMAGES

1. YUL EAT Festival
2. Atwater Market
3. Jean-Talon Market
4. First Fridays, Olympic Park Esplanade



MONTÉRÉGIE

AND THE EASTERN TOWNSHIPS

A dynamic food scene, strong traditions and deep agricultural roots

IMAGES

- 5. Magog-Orford Harvest Festival
- 6. Boucherville Gourmet Festival
- 7. Chambly Craft Beer Festival
- 8. Châteauguay Grand Poutinefest
- 9. Expo Brome Agricultural Fair



5



9



6



8



7

9

CFMARCHÉ
des promenades

2019 PROFILE

CF PROMENADES ST-BRUNO

Backed by 42 years of success, CF Promenades St-Bruno is a pillar of the commercial scene in the Montérégie region, offering an incomparable range of unique, high-performing businesses.

CF Promenades St-Bruno benefits from indoor spaces that provide shelter from the cold and bad weather – for a comfortable shopping experience and consistent, optimal customer traffic all year long.

In addition, CF Promenades St-Bruno boasts five access points from the surrounding highways and road network and offers 5,900 free parking spaces. Visitors arrive and park easily, allowing them to explore the centre at their leisure.



\$178M

invested in the overall modernization of the centre over five years



2M sq. ft.

space occupied by stores and boutiques in the overall commercial node



3,500+

number of employees working in the various businesses in the commercial node



\$97,000

median household income of the existing clientele, compared to \$77,000 in the Greater Montréal region



\$660

average sales (per sq. ft.)



\$1,965

average restaurant sales in the food court (per sq. ft.)



\$13M

total food court sales



The Commercial Node

Connected to CF Promenades St-Bruno, CF Marché des Promenades is part of an established, high-performing and diversified commercial destination.

30

116

SHAPIRO RESIDENTIAL
DEVELOPMENT (3,000 PORTES)

WALMART

BUREAU
EN GROS

TOYS“R”US

YELLOW
SHOES

CANADIAN TIRE

THE KEG

CINEPLEX

HOME DEPOT

FABRICVILLE

SIMONS ¹



SPORTS EXPERTS
/ATMOSPHERE

WINNERS

DOLLARAMA

THE BAY

URBAN PLANET

MOORES

MONZA

LA CAGE

COSTCO ²

RONA

BOSTON
PIZZA

OLD
NAVY

BEST BUY

5,900

free parking spaces

850,000+

trade area population

¹ Simons (two floors), only
store on the South Shore

² Largest Costco in Québec,
\$350M in estimated sales,
55,000 cars per week

CF MARCHÉ DES PROMENADES

MEET YOU THERE

Warm and friendly, Québécois enjoy sharing all aspects of their culture – from their language to their exceptional food.

CF Marché des Promenades is proud to promote the culinary identity of Montréal's large metropolitan region, rich with cultural and gastronomic diversity.

It integrates and embodies the best offerings of the city, region and province, providing an incomparable market experience.



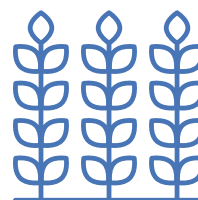
GREATER MONTRÉAL

festivals, gastronomy, diversity



SOUTH SHORE & CF PROMENADES ST-BRUNO

strategic location



THE MONTRÉGIE AND EASTERN TOWNSHIPS

the bread basket of Québec





1

MARKETS

TIMELESS DESTINATIONS THAT DRIVE THE ECONOMY

For centuries, markets have been the economic and cultural centres at the heart of any community.

All around the world, traditional and modern market concepts have achieved success and help stimulate the economy by attracting millions of visitors each year.

IMAGES

1. Timeout Market, Lisbon, Portugal
3.1M annual visitors
2. Chelsea Market, New York, NY
6M annual visitors
3. Pike Place Market, Seattle, WA
10M annual visitors
4. Granville Island, Vancouver, BC
10.5M annual visitors



2



3



4





WELCOME TO CF MARCHÉ

A community meeting place where locals and tourists connect, CF Marché des Promenades will embody authenticity, warmth and good taste. With a variety of new experiences always on offer, CF Marché will welcome visitors all year long - indoors and out. A bustling gourmet destination to discover.

CF Marché will be a gourmet destination where visitors, food producers and culinary artisans come together. A variety of fresh products, restaurants and culinary delights to discover and share. A unique way to celebrate our land and heritage with the best that Montréal, the Montérégie, the Eastern Townships and the rest of Québec have to offer.

CF Marché will be a lively place to eat and shop, but also to socialize and connect with others. Cultural, recreational and festive activities will animate the space throughout the seasons for visitors to participate in and explore. Whether with friends or family, all will enjoy this vibrant new meeting place.

CF Marché des Promenades – a first in Québec.



\$70M

invested in the development of
CF Marché des Promenades



22,000 sq. ft.

allocated to the exterior plaza,
where exciting activities will
take place all year long



130,000 sq. ft.

for restaurants, kiosks, specialty food
shops and common areas to socialize



40+

unique and diverse food vendors from
the Montérégie and Eastern Townships,
Greater Montréal and all over Québec





CF MARCHÉ: THE PLAN



EVENTS AND FESTIVITIES
ALL YEAR-ROUND



OUTDOOR SEASONAL
VENDORS



RESTAURANTS AND TERRACES



MARKET BOUTIQUES



MARKET KIOSKS



RESTO-KIOSKS



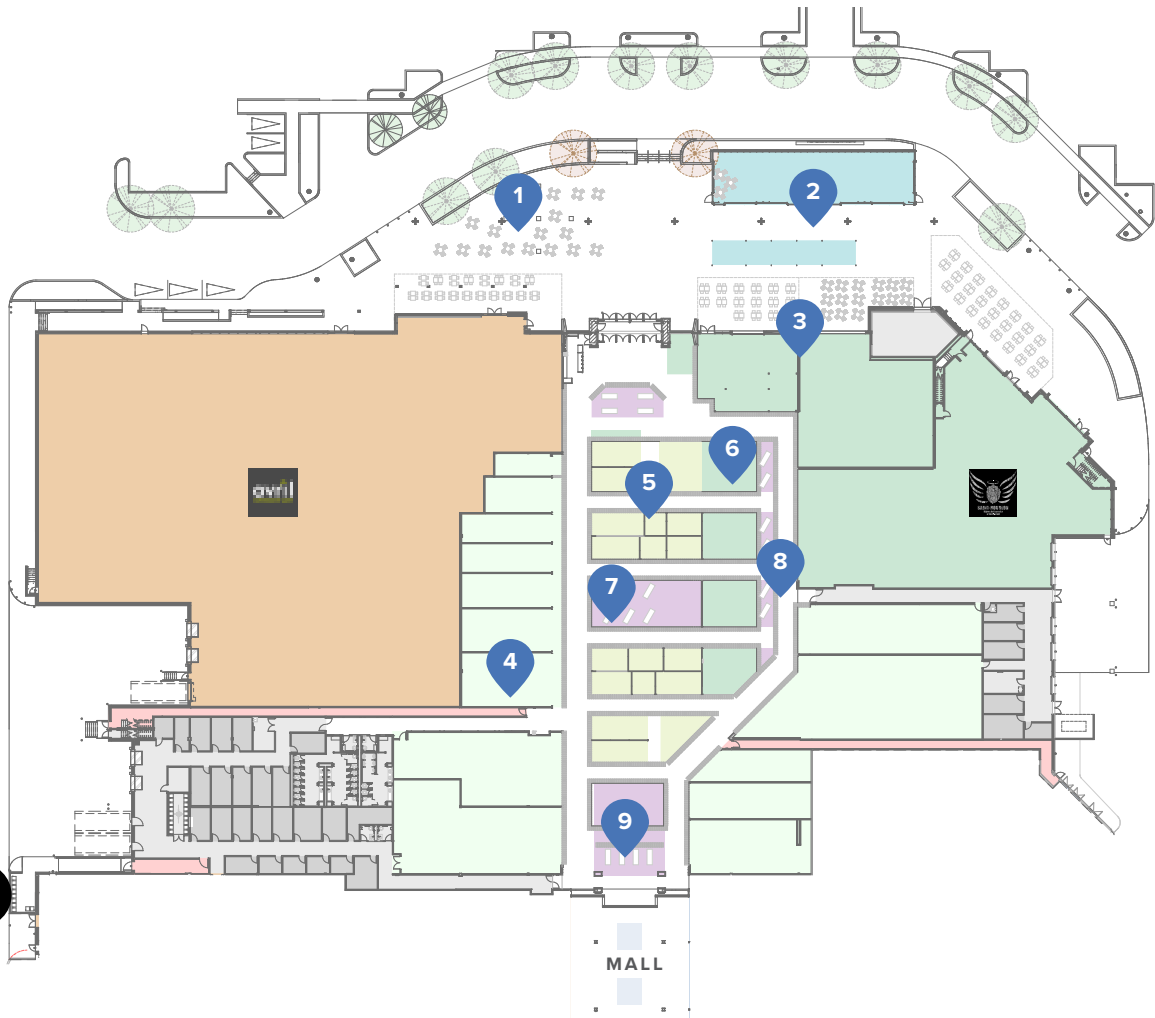
EVENT SPACE



COMMON AREAS



WELCOME ZONE



SOME OF OUR CONFIRMED BUSINESSES

CF Marché des Promenades invites restaurateurs, vendors, artisans and producers to be part of our market - where food-lovers come together. Take a look at some of the local businesses that have already reserved their spot. Join our growing community!





WINTER



Seasonal
Activation



FALL





SPRING



Indoors and
Outdoors



SUMMER







ENVIRONMENTAL INITIATIVES

At CF, green thinking has become an important part of our decision-making process. We recognize that sustainability principles drive our success and innovation and have made it our priority to develop and execute one of the most comprehensive sustainability programs in the Canadian real estate industry - Green at Work®.

Environmental initiatives at CF Marché des Promenades:

- ✓ composting
- ✓ waste diversion program
- ✓ electric car charging stations
- ✓ installation of energy-efficient equipment
- ✓ use of recyclable or compostable packaging and bags





WILL YOU
JOIN US
AT CF
MARCHÉ DES
PROMENADES?
TO SHARE THE
TASTES AND
CULTURE OF
QUÉBEC



YOUR BUSINESS OPPORTUNITY

CF Marché des Promenades invites restaurateurs, vendors, artisans and producers to join our market – where food-lovers come together to share their passion. We are looking for creative and visionary partners and tenants who are excited to become ambassadors for this unique, dynamic project. We will select tenants based on their vision, concept, experience, creativity, financial capacity and history of success in delivering excellence in their industry.

**TO COMMUNICATE YOUR
INTEREST, PLEASE CONTACT:**

LAURENCE DÉSOURDY

Manager, Targeted Leasing and Casting
Live Work Learn Play (for Cadillac Fairview)
(514) 788-3333 x106 | laurence@lwlp.com

Spaces available in the following formats: kiosk,
boutique, resto-kiosk, bar/restaurant.





We design and build high-quality, mixed-use properties and create lasting connections with our clients and their customers. More than a simple landlord, we put everything in place so that our partners can welcome clients in a comfortable environment that will boost sales.

Our solid reputation spans over 50 years: we always go above and beyond to meet the needs of our partners and their customers. Preserving our client relationships is a top priority and we continue to manage our assets and promote innovative concepts within our shopping centres.

CF Marché des Promenades is a perfect example of our desire to build strong partnerships with retailers so that, together, we can offer a memorable customer experience. We know that, for this first market of its kind in Québec, we need to align ourselves with the best artisans, producers and farmers in the Eastern Townships and Montérégie regions, the Greater Montréal area and all of Québec.



11 OUT OF 20

of the highest-performing
shopping centres in Canada



Live Work Learn Play is an international real estate development and advisory firm on the cutting edge of conceiving, planning, developing, and activating dynamic, large-scale mixed-use projects and places. We have over 35 years of experience in restauration and targeted leasing and casting, and are proud to be partnering with Cadillac Fairview in identifying and attracting the unique, “best-in-class” Québec businesses and operators that will create an authentic identity, long-term vibrancy, and a thriving and sustainable economy for CF Marché des Promenades.

— MEET YOU THERE —

CF MARCHÉ
des promenades