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Foodie Favorite Little Collins Joins Diverse Roster of Dining Options at 10 Grand Central

Popular Australian Café and Eatery Slated to Open Flagship Location in Street Level Space

(New York – February 1, 2019) – [Marx Realty](#), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, announced that popular café and eatery, Little Collins, has signed a 2,000-square-foot lease for a new flagship location at 10 Grand Central, slated to open in Summer 2019.

“We are excited to bring another great retail amenity to the neighborhood and the current and future tenants at 10 Grand Central,” said Craig Deitelzweig, President and CEO of Marx Realty. “The Little Collins team was not only attracted to the fabulous location but also our modern reimagining of Ely Jacques Kahn’s 1930s building. In fact, the design of their new space will be a combination of the building’s timeless Beaux Arts aesthetic complemented by a sunny Australian attitude.”

Little Collins, named after a street in Melbourne, Australia, is a gourmet café with a quick-serve approach to breakfast and lunch, offering specialty sandwiches, salads, and interesting dishes in a sophisticated setting. With the success of their first location at 667 Lexington Avenue and their second location in the GM Building at 767 Fifth Avenue, Little Collins has focused its attention on the ever-growing office population in the Grand Central submarket of Midtown.

Marx Realty is nearing completion on a \$45 million repositioning at 10 Grand Central in Midtown Manhattan. Newcomer to the neighborhood, Little Collins will occupy the street-level space on Third Avenue as the building’s renovations include the relocation of the entryway to 44th Street. Along with the new lobby, set to open to the public next month, Marx Realty recently revealed a new 5,000 square foot hospitality-style lounge on the seventh floor, a 36-seat conference space and connection to a 2,500-square-foot terrace. Through the use of the new Marx Connect

interface, tenants will be able to order directly from Little Collins, as well as the other restaurants in the building.

Little Collins has evolved from a straightforward goal to bring great food and coffee under one roof, to a passion for combining the Antipodean vibrant café culture with the elements of New York that make the city the special place that it is. The eatery has been named to many “Best Of” lists including the Wall Street Journal, USA Today and Grub Street. Drawing inspiration from cuisines from all over the world, Little Collins prides itself on combining fresh ingredients in simple but delicious ways, to create unique dishes that have become part of the daily routine for so many loyal customers.

Marx Realty was represented in-house by Henry Henderson, Vice President of Leasing. Little Collins was represented by a Newmark Knight Frank team led by Ross Kaplan and Derek Koelsch.

The café joins a number of recent new leases, expansions and extensions at 10 Grand Central, including The Week (weekly online news magazine); Montieth & Company (communications consultant); Benenson Capital Partners (real estate investment); and White Oak Equity Partners (private equity firm).

The building’s asking rents are of \$92 per square foot in the high-rise tower, \$78 per square foot in the mid-rise portion of the tower and \$72 per square foot in the base. A JLL team led by Howard Hersch, Sam Seiler, Betsy Buckley, and Cynthia Wasserberger is handling the leasing effort on behalf of Marx Realty.

About Marx Realty

Marx Realty is a division of Merchants National Properties (MNP). Founded in 1915, its current portfolio of properties includes over 4.7 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company’s assets comprise 67 properties in 17 states across the continental United States.

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