

BROOKFIELD PROPERTIES, UNION SQUARE HOSPITALITY GROUP AND RETHINK TO REACTIVATE RESTAURANTS AND PROVIDE MEALS TO FAMILIES IN SOUTH BRONX

Brookfield Properties Commits \$1 Million to Seed New Partnership that Will Re-Employ Restaurant Team Members, Help Restaurants Prepare to Reactivate, and Distribute 125,000 Meals to Food-Insecure Families

Danny Meyer's Union Square Hospitality Group and Rethink to Lead Reactivation Mentorship Program for Participating Community Restaurants

July 2, 2020 – Brookfield Properties today announced a new \$1 million partnership with Union Square Hospitality Group (USHG) and Rethink to help reactivate New York City restaurants, accelerate re-employment of restaurant team members, and provide more than 125,000 meals to food-insecure families of the South Bronx. USHG will launch the partnership with Marta, Intersect by Lexus, and Union Square Events, while also developing a mentorship program for smaller restaurants that participate. Additional restaurants will soon join this effort and are invited to apply to be part of the program [here](#) through Rethink, the nonprofit that has turned restaurants into commissaries during COVID-19 and has provided 1,000,000 meals for New Yorkers.

“The COVID-19 crisis has intensified New York City’s need for emergency food assistance and devastated its restaurant industry. This new program is designed to help address both of these emergencies by reactivating local kitchens, helping them learn to navigate socially-distanced operations, and providing meals for vulnerable New Yorkers in need during the pandemic,” said **Brookfield Property Group Managing Partner Ben Brown**. “We are grateful to Danny Meyer and Union Square Hospitality Group for providing the program’s initial locations and committing to assisting other restaurants, and to Rethink for administering the program that we hope will grow to encompass more locations and provide even more meals.”

Brookfield Properties’ partnership builds on Rethink’s Restaurant Response Program model, providing vital support to restaurants to rehire team members.. The partnership also adds important additional support for New York City restaurants as they continue to reimagine their businesses through the City’s re-opening phases: As additional independent restaurants are added to the program, USHG will share best practices and offer guidance around topics such as safety protocol, training materials, menu development, purchasing, and operations. All participating restaurants will make a long-term commitment to Rethink to provide meals for those in need beyond the initial partnership.

“This is a fantastic program that provides a triple win for our community, our team members, and our businesses. Thanks to Rethink’s vision and food distribution networks, along with Brookfield Properties’ immense generosity, our kitchens can now be activated to help to feed our NYC community during this challenging time,” said **Danny Meyer, founder and CEO of USHG**.

Union Square Hospitality Group is the latest restaurant group to join Rethink's efforts to feed those in need in NYC. On April 1, Rethink turned Eleven Madison Park into a commissary kitchen along with other restaurants like Crown Shy in the Financial District, La Morada in the Bronx, Little Tongs in East Village, Katie O's in Crown Heights and more. Under the leadership of Rethink's founding board member Daniel Humm, the organization is set to expand nationwide in San Francisco, Chicago, Nashville and New Orleans in early July.

"It's so important that other leading restaurant groups like Union Square Hospitality Group join us to feed those impacted by food insecurity both now and following the pandemic." said **CEO of Rethink Matt Jozwiak**. "We've proven this model is successful to keep restaurants' kitchens up and running, keep staff employed, and most importantly create the meals that are so desperately needed at all times, including in crisis."

Brookfield Properties' new partnership with Union Square Hospitality Group and Rethink is the latest example of Brookfield spearheading or funding initiatives to support New York City's response to – and recovery from – the COVID crisis. Brookfield Properties is a major supporter of: the Alliance for Downtown New York's Small Business Rental Assistance Grant program to offer immediate help to storefront businesses; 'Project Parachute,' an initiative to help keep vulnerable New Yorkers impacted by the Covid-19 crisis in their homes; and a paid commercial real estate internship program for undergraduate students who lost opportunities due to the pandemic spearheaded by the Real Estate Board of New York, the City University of New York and Project Destined.

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About Brookfield Properties

Brookfield Properties is a fully-integrated, global real estate services company that provides industry-leading portfolio management and development capabilities across the real estate investment strategies of Brookfield Asset Management — a global alternative asset manager with over \$515 billion in assets under management.

Brookfield Properties develops and manages premier real estate with a focus on maximizing the tenant experience in addition to the investment and operational performance of the asset. We also focus on integrating leading-edge real estate technologies which enables us to be at the forefront of innovation and sustainability – benefiting not only our tenants, residents and business partners, but also the communities in which we operate.

For more information about our approach to operating and developing best-in-class real estate, please visit www.brookfieldproperties.com.

About Union Square Hospitality Group

Union Square Hospitality Group has created some of New York's most beloved [restaurants, cafes, and bars](#), which offer outstanding food delivered with our signature warmth and hospitality. Founded by CEO Danny Meyer with the opening of Union Square Cafe in 1985, the company now extends beyond the

walls of its eateries. In addition to creating Shake Shack, USHG offers operational consulting, runs a multifaceted catering and events business, [Union Square Events](#), and a growth fund, [Enlightened Hospitality Investments \(EHI\)](#). With operations in New York, Las Vegas, Washington, D.C., and beyond, USHG has long supported its communities through hunger relief and civic organizations. USHG holds 28 James Beard Awards and numerous accolades for its distinctive style of hospitality.

About Rethink

Founded in 2017, Rethink is a non-profit organization that was founded on one simple mission – to sustainably create a more equitable food system. For the past 3 years, Rethink has utilized food excess from restaurants, grocery stores, and corporate kitchens to create new and nutritious meals for those in need. Research shows that about 40% of the food produced in America today goes to waste; this is equivalent to 70 billion tons. 42 million people are facing hunger in the United States, but there is enough to feed everyone – Rethink is working to make this happen.

Rethink Certified is Rethink’s initiative to utilize restaurants to feed those impacted by food insecurity at all times, including during times of crisis. This is a model that commenced in New York City in response to COVID-19, with plans to roll out nationally in summer 2020. Rethink Certified establishes a national infrastructure we need to feed those impacted by food insecurity at all times, as well as saves businesses and jobs during times of crisis.

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