

THE WALL STREET JOURNAL.

January 12, 2012

METROPOLIS

Danny Meyer Makes Move Into Hudson Yards



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A rendering of Related's Hudson Yards development project.

Danny Meyer's catering arm is about to grow exponentially.

Related Companies, the real-estate firm behind the Times Warner Center, has bought a partnership stake in Union Square Events, the catering, entertainment and sports arm of Meyer's empire, the companies announced Thursday. The terms of the deal were not disclosed.

The deal paves the way for Union Square to have a large presence at Related's Hudson Yards development, a 26-acre mixed-use development on Manhattan's West Side. The company is expected to have private dining spaces for tenants, catered events and cafes and eateries in the development.

Meyer, whose experience as a restaurateur started with fine-dining restaurants in Manhattan like Gramercy Tavern and Union Square Cafe, is now best known for the Shake Shack, a burger chain with more than a dozen locations. Spin-offs of Meyer's restaurants are already in sporting arenas like Citi Field, Saratoga Race Course and Nationals Park in Washington D.C., in addition to food venues like El Verano Taqueria and Box Frites.

Union Square Event's partnership with Related — whose portfolio is valued at more than \$15 billion — is expected to bring it to more sporting stadiums and other developments across the country, and eventually, the world.