

## Juuri restaurant founders to open new establishment at Kasarmikatu 21 office complex

- Zipuli caterers will also manage meeting and conference room leasing



Zipuli Oy, the business group behind the Juuri restaurant, will open and operate a new establishment in the office complex that is currently under construction at the Kasarmitori Square site of the former Helsinki Public Works Department. The principal owners of Zipuli are Ilja Björs and Jarkko Myllymäki.

“The restaurateur team that opened Juuri in our local Kaartinkaupunki district of the city 12 years ago, are a fitting and distinguished partner for the Kasarmikatu 21 development project. The restaurants operated by Myllymäki and Björs have the same dedication to catering services as we are realising in our office complex, using only the finest materials and focusing on durable quality,” explains Investment Director **Marianne Luojola** of HGR Property Partners.

“If a kitchen can be the heart of a home, then shouldn’t it play the same role in an office building? True to the foundations of our restaurant business, we shall serve lovingly made, delicious lunches at Kasarmikatu 21 and arrange all building functions associated with food,” explains restaurateur **Ilja Björs**.

“We have blazed our own trail in the restaurant business, and have long been seeking suitable premises where we will be able to continue creating new opportunities and growing with a partner that shares our vision”, continues Björs.

## **New meeting and banquet facilities in the Kaartinkaupunki district**

Besides the restaurant premises of the Kasarmikatu 21 complex, Zipuli Oy has also leased the entire ground floor conference suite, and will take charge of commercial room hiring operations. The restaurant and function rooms comprise a total floor space of nearly 1,600 square metres.

The Kasarmikatu 21 complex includes a lunch restaurant with an associated café and salad bar that will be open daily. Another restaurant will operate on the side of the building facing the square, where the restaurateurs are planning a bistro style urban restaurant to serve lunchtime and evening diners.

“One of the basic aims of the Kasarmikatu 21 development is to reinvigorate this district of the city, and by bringing the versatile catering talents of Björs and Myllymäki on board, we will now be able to create a cosy living room for local residents and businesses. Our events auditorium will be a large and adaptable space that can accommodate business conferences, but can also be readily modified for evening events and celebrations,” Luojola explains.

“The facilities at Kasarmikatu 21 could host audience and participation events ranging from weekend wine tastings to stand-up comedy gigs, wedding receptions and various banquets,” Björs adds.

The office complex development at Kasarmikatu 21 is proceeding on schedule. The underground floors have now been completed and the lower storeys of the new building have already begun rising on the side of the site facing the city square at a rate of about one storey per month. The construction team will begin adding the natural stone façade in January, with the new office building scheduled for completion by the end of 2017.

## **Background and project information**

Established in Helsinki in 2004, Juuri is a fine dining restaurant that was selected by the Finnish gastronomic society as its restaurant of the year in 2010 and has been listed in the Michelin Guide since 2008. The customer experience at Juuri is based on a novel incorporation of local and seasonal ingredients into the Finnish culinary heritage. Zipuli Oy also incorporates the Latva wine bar, the Pihka chain of lunch restaurants and the Juuri Tapahtumat catering service, which focuses on special occasions. This division has partnered with the annual Helsinki Festival over the last four years by serving at its Huvila Festival Tent, and also took charge of catering for the Jussi Gala Finnish film industry event in 2016. Pihka lunch restaurants have been opened at three locations in the eastern and western districts of downtown Helsinki, and the division also operates the Maritori lunch restaurant at the headquarters of Finnish fashion giant Marimekko in the eastern inner suburb of Herttoniemi. Juuri expanded its operations in summer 2016 to occupy the downstairs premises at the original Korkeavuorenkatu 27 location near to Kasarmikatu 21, with the Latva wine and cocktail operating next door at Korkeavuorenkatu 25. This business group now employs regular staff of more than 60 people.

## **Project Information:**

Ahlström Capital, YIT and HGR Property Partners are developing a site on Kasarmikatu Square in Helsinki CBD to provide 16,000 square metres of business space for up to one thousand employees by the end of 2017. Replacing the former City of Helsinki Public Works Department building, the new seven-storey office complex has been designed by SARC Architects under the guidance of Chief Designer Antti-Matti Siikala.

Some 220 employees of anchor tenant Roschier, Attorneys Ltd will move into the new building on completion. The development encompasses two adjacent construction sites. Roschier will have its own entrance at the corner of Kasarmikatu and Pohjoinen Makasiinikatu.

The development will comply with the requirements of LEED Platinum certification for green buildings.

The restaurant and catering group Zipuli Oy will take charge of restaurant services, catering and function room hiring operations in the office complex.

[www.kasarmikatu21.fi/en](http://www.kasarmikatu21.fi/en)

**For further details contact:**

Marianne Luojola, Investment Director, HGR Property Partners  
+358 40 570 5183 / [marianne.luojola@hgrpp.fi](mailto:marianne.luojola@hgrpp.fi)

Ilja Björs, restaurateur, Zipuli Oy  
+358 40 585 2100 / [ilja.bjors@juuri.fi](mailto:ilja.bjors@juuri.fi)

Photographs and other background enquiries  
HGR Property Partners Oy, Riitta Heikkuri, [riitta.heikkuri@hgrpp.fi](mailto:riitta.heikkuri@hgrpp.fi) / +358 40 521 5179

***You can track the progress of this property development and restaurant project on social media:***

*Facebook: Kasarmikatu 21*



*Instagram: @Kasarmikatu21  
#Kasarmikatu21*

*Restaurant project:  
Facebook: Kasarmi21*

*Juuri*

*Facebook: Ravintola Juuri*

*Instagram: @Juuri\_Restaurant*

*Latva*

*Facebook: Latva*

*Instagram: @ravitsemusliike\_latva*

*Ravintola Maritori*

*Facebook: Ravintola Maritori*

*Instagram: @maritori\_restaurant*

*Pihka restaurants*

*Facebook: Pihka Ruoholahti, Pihka Lintulahti, Pihka Meclu*

*Instagram: @pihka\_ravintola*

*Juuri Events*

*Facebook: Juuri Tapahtumat*

*Instagram: @juuritapahtumat*