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Shake Shack, the Legendary “Roadside” Burger Stand, to Open in Downtown Detroit

NYC-based fan favorite to open in retail space at Bedrock's First National Building near Campus Martius next year

May 23, 2016 [DETROIT] – In 2001, New Yorkers first lined up in Madison Square Park for Shake Shack burgers, hot dogs and frozen custard. Soon, Detroiters will be creating their own queue when the restaurant opens downtown in 2017. The new Detroit Shake Shack will be located in the First National Building (660 Woodward) at the base of Campus Martius Park.

Shake Shack is a modern day “roadside” burger stand known for its 100% all-natural, antibiotic-free Angus beef burgers, chicken (no hormones added ever), flat-top dogs, frozen custard, crinkle cut fries, beer and wine (available at select locations) and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal.

“We’re proud to be part of the incredible renaissance happening in Detroit,” said Shake Shack CEO Randy Garutti. “We’re looking forward to being an active participant in this creative and forward-looking community. It’s an honor and a privilege for Shake Shack to add to the dynamic fabric of this great city.”

In addition to the Shack classics, the menu will feature location-specific frozen custard concretes. Guests will be able to sit on the patio overlooking Campus Martius Park and sip on a selection of hand-picked wine and local craft beer.

“Detroiters love burgers and hot dogs and we’re excited to bring some of the best out there to the people of this city. Shake Shack’s great service, small business mentality and commitment to integrating themselves into the local landscapes of their stores makes them a perfect fit for

our one-of-a-kind collection of retailers and eateries on Woodward Avenue,” said Dan Mullen, Bedrock Detroit Executive Vice President. “Shake Shack thrives in bustling urban cores around the world. They will feel right at home at Campus Martius Park.”

Originally built in 1922, the 100% occupied class A First National Building has undergone a large restoration over the past few years. In addition to Shake Shack, other retailers at the First National Building include [Central Kitchen + Bar](#) and [Roasting Plant](#) along with signature office tenants such as prestigious law firm [Honigman](#) and [Title Source](#).

Shake Shack will be located within walking distance to the Greektown Entertainment District, the JACK Detroit Casino Hotel at Greektown, the Woodward Avenue shopping district, Detroit’s sports stadiums, and the art-filled alley known as ‘The Belt.’ Numerous bars, restaurants and retail shops are close by including [Standby](#), [Punch Bowl Social](#), [Wright & Company](#), [Townhouse](#), [Moosejaw](#), [John Varvatos](#), [Nojo Kicks](#), [Vault of Midnight](#), and many more.

In addition, international retailers [Nike](#) and [Kit + Ace](#) are expected to open a few blocks away on Woodward Avenue this summer, along with [Avalon International Breads](#).

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About Shake Shack

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Learn more at: shakeshack.com | facebook.com/shakeshack | [@shakeshack](https://twitter.com/shakeshack) | [@shakeshack](https://twitter.com/shakeshack)

About Bedrock Detroit

Bedrock Detroit is a full-service real estate firm specializing in acquiring, leasing, financing, developing and managing commercial and residential space. Since its founding in 2011, Bedrock has located more than 160 office and retail tenants to Detroit’s technology-centric downtown. In addition, Bedrock and its affiliates have invested more than \$3.5 billion in acquiring, renovating and developing 95+ properties in downtown Detroit and Cleveland totaling more than 15 million square feet.

For more information, visit www.bedrockdetroit.com or engage with us on Twitter [@BedrockDetroit](https://twitter.com/BedrockDetroit) and [Facebook](#). For leasing, call Bedrock at 888-300-9833.

Editor’s Note: The Detroit engagement timeline and tenant list are available [here](#).