

## FOR IMMEDIATE RELEASE

### 100 Kellogg

This ambitious Urban Regeneration project will be a significant destination in London

August 16, 2017 – Phase One of 100 Kellogg will set the course for one of the most ambitious urban regeneration projects in London's history. Residing in the historic Smokestack District, 100 Kellogg consists of twenty-three acres of property with one million sq. ft. in 30 different buildings.

In a joint announcement today, the owners of the Kellogg factory and Tourism London revealed plans for Phase One of the multi-year development that will make the site a significant cultural and entertainment destination in the city.

Scheduled to open early 2018, Phase One includes an adventure entertainment area, a brewery and an office tower.

**The Factory** is a 170,000 sq. ft. hub of today's most exciting & adventurous activities. It will be home to North America's largest indoor ropes course with ziplines, a trampoline park, indoor electric go karts, mini golf, escape rooms, virtual reality rooms, an arcade and a toddler soft play area.

"The Factory will stimulate the local economy with new entertainment offerings while injecting incremental tourism dollars into our great city," says John Winston, General Manager of Tourism London.

Located in the heart of the property, **Silverstacks Brewery** will operate out of the old Powerhouse building originally used to charge the entire Kellogg operation. This is Londoner Matt Buckley's second pour at the craft brew market, having launched Tobermory Brewing Company in 2014. A supporting restaurant is also included in the brewery's plans.

"Silverstacks will complement the already growing beverage district in Old East and assist others with capacity issues on the production side of the business," says Buckley. "London has always been known for beer and we are excited to be a part of it."

**The Office Tower** offers one of the best views of the City in a multi-level office space. A private entrance, free parking and other on-site amenities make the Tower a very unique option for companies & organizations looking for a new home.

"The regeneration of 100 Kellogg is truly a significant investment in the Old East Village and our city as a whole," said Mayor Matt Brown. "The continent's largest indoor ropes

course, a brewery, office tower and so much more will have a significant economic impact for London. I am confident that this will become a major destination in our city.”

The owners purchased the Kellogg property in November 2016. With a proven track record for acquiring property and revitalizing them with new activity, they have long term plans to create a vibrant community that adds value to the city and it’s residents.

“The Kellogg project allows us to continue to strengthen our core business of warehousing in London and southwestern Ontario while stepping into a newer area of development and repurposing this historic site,” says Paul McLaughlin. “Our commitment to Old East Village, the City and this project is unwavering and we look forward to further announcements in the future.”

Kris Dinel has been hired to help lead the 100 Kellogg vision to reality.

“As a Londoner my entire life, this is a game changer. The uniqueness of the property will never be duplicated. It is just one of the reasons I believe 100 Kellogg will be extraordinarily successful,” says Dinel.

Phase One of 100 Kellogg will generate 15 full time and 65 part time jobs. Phases Two and Three will be announced at a later date and is expected to generate additional jobs and economic impact.

For more information, please contact:

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## **Background Fact Sheet**

### **About 100 Kellogg**

- 100 Kellogg consists of twenty-three acres of property with one million sq. ft. in 30 different buildings
- Phase One is scheduled to open early 2018
- Phase One will generate 15 full time and 65 part time jobs
- Phase One includes The Factory, an adventure entertainment area, the Silverstacks Brewery, The Office Tower & warehouse tenant Drexel.

### **About The Factory**

- World Class Family Entertainment Centre
- 170,000sqft of Activities and Adventure
- North America's Largest Indoor Ropes Course w/ Built in Ziplines
- 20,000+ sqft Trampoline Park
- Opening Early 2018

### **About Silverstacks Brewery**

- The Silverstacks Brewery will operate out of the old Powerhouse building originally used to charge the entire Kellogg operation.
- Silverstacks Brewery will be run by Matt Buckley, owner and operator of Tobermory Brewing Company
- 25 hectoliter, 4 vessel steam brewhouse
- Onsite retail and tap house for sampling and educational tours

### **About The Office Tower**

- The Office Tower will provide multiple levels and up to 90,000 sq ft of office space with a great view of downtown London
- Including a private entrance, free parking and other on-site amenities.





**OFFICE SPACE  
FOR LEASE**



**Location**

100 Kellogg Lane  
London, Ontario N5W 0B4

**Specs**

3rd Floor 12,774 sqft  
4th Floor 11,006 sqft

**Parking Available**

