



The Howard Hughes Corporation® Announces by CHLOE. Will Join the Line-up at the Ongoing Revitalization of the Seaport District

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Acclaimed Fast-Casual Plant-Based Vegan Restaurant Set to Open in the Seaport District in 2017



Seaport District Historic Streets (Photo: Business Wire)

NEW YORK-- [The Howard Hughes Corporation](#)® (NYSE: HHC) announced today that [by CHLOE.](#) will open on the historic streets of the revitalized [Seaport District](#). by CHLOE., the fast-casual vegan, plant-based restaurant from founding duo Executive Chef Chloe Coscarelli and Creative Director Samantha Wasser, will open a 2,500-square-foot restaurant along Front Street in the Seaport District in 2017.

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by CHLOE. joins culinary powerhouses and renowned restaurateurs [Jean-Georges Vongerichten](#) and [David Chang](#) as the first restaurants to be announced in what will become an unparalleled range of dining options in the Seaport District. The new restaurant is part of the larger development plan for the Seaport District, which encompasses a total of seven buildings on several city blocks, including Pier 17 and the Fulton Market Building which are currently under construction as well as the 40,000-square-foot food market in the restored Tin Building featuring Jean-Georges. The Seaport District will total more than 365,000 square feet and be filled with distinct dining, shopping, entertainment and cultural offerings.

"As an innovator of casual vegan cuisine, by CHLOE. is a natural fit in our growing line-up of cutting-edge offerings that align with the Seaport's history as the city's birthplace of innovation and original commercial hub," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "We are pleased to welcome by CHLOE. as we continue to transform the Seaport District into one of the top destinations for distinct culinary, fashion, entertainment and cultural experiences."

Since opening its first location in July 2015 in New York City's West Village, by CHLOE. has taken the culinary world by storm with its fresh and accessible vegan fare. The Seaport location will feature by CHLOE.'s signature menu items that loyal guests of the flagship location have grown to love, including the Guac and Classic burgers, Quinoa Taco Salad, Sweet Potato Mac n' Cheese with Shiitake Bacon, Cookies, Cupcakes, Dairy-Free Ice Cream, Cold-Pressed Juices, an expansive Grab & Go selection and more. Just steps away from the Seaport District's waterfront, guests will be able to enjoy by CHLOE. on-the-go or dine within the restaurant's bright and playful space.

"While by CHLOE. has had a very exciting first year, we have been selective and mindful of how and where we expand with new locations, both in NYC and nationally," said Samantha Wasser, Co-Founder and Creative Director of by CHLOE. "We were thrilled at the opportunity to be part of the revitalization of an iconic neighborhood such as the Seaport District and look forward to bringing by CHLOE. to the waterfront with this special project."

Committed to creating a distinct destination for New Yorkers and visitors alike while work progresses toward the grand opening, The Howard Hughes Corporation has curated a number of installations and activations as a glimpse into the future transformation of the district. These include an evolving pop-up shop, [Seaport Studios](#), the recently launched second season of the [Seaport Culture District](#) and the only Smorgasburg outpost in Manhattan that will open Memorial Day Weekend with both indoor and outdoor seating.

The transformed Seaport District will offer the ultimate cinematic experience with [iPic Theaters](#) opening a movie and dinner theater in the Fulton Market Building in late 2016, while [McNally Jackson Books](#), a popular New York independent bookseller, and

Amsterdam-based fashion brand [Scotch & Soda](#) will be opening on Schermerhorn Row on the cobblestoned streets of the Historic District.

For additional information, visit [SeaportDistrict.NYC](#), and follow the Seaport District on [Instagram](#), [Twitter](#) and [Facebook](#).

About The Seaport District

The Seaport District, New York City's oldest new neighborhood, is located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city's iconic skyline. The rich history as New York's original commercial hub and its storied waterfront location make the Seaport District one of New York City's most unique settings. *Travel+Leisure* recently named the Seaport the 22nd most visited tourist attraction in the world. The Seaport District is being revitalized by The Howard Hughes Corporation into a top destination in New York City for unique culinary, fashion, entertainment and cultural experiences. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor for the rapidly growing population of Lower Manhattan.

About by CHLOE.

by CHLOE. is a fast-casual brand that opened its flagship location in the heart of the West Village in July 2015. A partnership between Chef Chloe Coscarelli and ESquared Hospitality's Creative Director Samantha Wasser, the plant-based, vegan restaurant aims to offer delicious, wholesome, plant-based foods to the masses that fuel and energize without compromising flavor, taste or satisfaction. The restaurant is open seven days a week offering an all-day menu and weekend brunch featuring seasonal salads and soups, house-made burgers and sandwiches, fresh pastas, cold-pressed juices, dairy-free ice creams, freshly baked sweets, and more – all of which highlight whole ingredients that are made fresh and in-house daily, including vegan cheeses, burger patties, nut milks, sauces and condiments. by CHLOE. also offers a selection of cookies, muffins and pastries baked in-house daily in addition to a selection of 100% dairy-, egg-, gluten-free ice creams with flavors such as *Kale Cookies + Cream*; *Coffee Chia Chip*; *Salted Vanilla Caramel*, and *Boozy Banana Bourbon* made with Woodford Craft Bourbon, and a custom green coffee blend in partnership with Devocion coffee. This spring and summer, by CHLOE. has plans to open in Flatiron and Soho in New York City, Silverlake, Los Angeles, in partnership with 365 by Whole Foods Market, and in the Seaport and Fenway neighborhoods of Boston. For more information, visit [www.bychefchloe.com](#), [Facebook.com/bychefchloe](#), or on Twitter, Instagram and Snapchat @bychefchloe.

About ESquared Hospitality

ESquared Hospitality is an international restaurant and hospitality group. Built on a commitment to "Exceeding Expectations" with extraordinary food and excellent customer service, ESquared Hospitality has grown into a diversified group of restaurant concepts, from the flagship BLT Steak New York which opened in 2004 to more than 20 restaurants on two continents. ESquared Hospitality properties include the BLT restaurants, comprised of BLT Steak in New York, NY (2004), Washington, DC (2006), San Juan, PR (2006), White Plains, NY (2007), Scottsdale, AZ (2008), Atlanta, GA (2009), Hong Kong (2009), Charlotte, NC (2009), Waikiki, HI (2009), Seoul, South Korea (2014), Roppongi, Tokyo (2014), Las Vegas, NV (2014), Ginza, Tokyo (2015), and Aruba (2015); BLT Burger in Hong Kong (2009); BLT Prime in New York, NY (2005) and at the Trump National Doral Miami, FL (2014). ESquared Hospitality also operates two Italian concepts: Casa Nonna in New York, NY (2011), which became the official pizza vendor of Madison Square Garden (2013) and Radio City Music Hall (2015), and The Florentine in Chicago, IL (2010); as well as Horchata De Nueva York (2014), The Wayfarer (2014), and vegan fast-casual concept by CHLOE. (2015) in New York, NY. In September 2015, acclaimed Chef David Burke joined E2 Hospitality as a culinary partner, working on current E2 properties and developing new concepts to debut in 2016. For more information, visit ESquared Hospitality online at [www.E2Hospitality.com](#), [Facebook.com/ESquaredHospitality](#), Twitter @ESqHospitality or Instagram @ESquaredHospitality.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai'i. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit [www.howardhughes.com](#), or find us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as "will," "believe," "expect," "enables," "realize," "plan," "intend," "assume," "transform" and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation's filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.



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