



## A Tiger Opens in Melrose Arch

*Press Release*

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After the successful launch of three Tiger's Milk locations in the Gauteng region, the Cape Town born brand plans to open its newest store in the bustling precinct of Melrose Arch, amongst some of the best fashion, lifestyle and dining brands. The fourth Tiger's Milk store is set to open on the 28<sup>th</sup> of June 2019.

The intimate Melrose store still holds a rebellious presence like the other locations within the brands stable and has been highly anticipated by residents and businesses within the area as a new go-to lunch, dinner and after-work drinks spot.

Known as the best destination for a killer grub and rocking vibe – you can expect a menu of mouthwatering burgers, hand crafted pizzas, succulent ribs and the best sharing platters around. Some must tries include the *Amazeballs*, the *Moaning at Midnight* and the *Pepperoni Pizza* – we guarantee that you'll leave wanting more.

The Tiger's Milk brand originated in Cape Town with the first store opening in the seaside community of Muizenberg, in *Surfers Corner*. Now there are 13 Tiger's roaming around the country with the first Durban addition opening in September of this year.

The Tiger's Milk Melrose Arch décor can be described as worn-in and comfortable but keeping the edgy theme of the brand. The store design was inspired by the 1886 Johannesburg Gold Rush with colonial Victorian touches in the décor and finishes. The furniture crafted by the Life & Brand design team takes influence from industrial mining equipment and the impressive double volume ceilings allows the space to let through natural light.

"We're thrilled to be see a brand, we at Life & Brand Portfolio hold so close to our heart, expand into locations like Melrose Arch, and the excitement people express when they see our logo go up at the front of the store. The brand might have been born in Cape Town, but we can't wait to show Jozi what Tiger's Milk is all about" says Gauteng Tiger's Milk Area Manager, Jason Wilkins.

To celebrate with a bang, as the Tiger's Milk brand is well known for, Melrose Arch will see Goodluck Live in the store on Friday the 5<sup>th</sup> of July with supporting acts Nic McCreadie and Jägermeister Brass Cartel. Expect drinks, snacks and a vibe like no other.

For more information please contact Life & Brand Group Marketing Manager Tahlia Bester on [tahlia@lifeandbrand.co.za](mailto:tahlia@lifeandbrand.co.za).

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