

REAL ESTATE WEEKLY

March 24, 2010

DEALS & DEALMAKERS

Best yet from Consolo, Aquino

Faith Hope Consolo, chairman, and Joseph A. Aquino, executive vice president of Prudential Douglas Elliman's Retail Group, have arranged the lease for The Best Chocolate Cake in the World (O Melhor Bolo de Chocolate de Mundo) at 55 Spring Street, between Mulberry and Lafayette Streets in Nolita.

Sharing the street with such other destinations as Sur La Table, Sissy, Parasuco and Papyrus, The Best Chocolate Cake in the World will introduce its New York flagship, and seventh store worldwide, to discerning chocoholics citywide.

The chic chocolatiers sell over 100,000 cakes yearly from stores in three different

countries, including original locations in Lisbon, Portugal, and Sao Paulo, Brazil.

"This is a grand block to introduce international culinary concepts," said Consolo. "Almost a year ago we brought La Crepe Parisienne to 51 Spring Street and it has flourished since the day the doors opened.

"This little retail corridor is fast becoming the destination for desirable desserts, with such continental confectionaries as Celi Cela Patisserie from Paris, Rice to Riches and its realm of rice puddings, and frozen yogurt emporium, Pinkberry."

Consolo and Aquino represented both the landlord and tenant for the deal in the former Tutu space.