

Press release

Villeneuve-d'Ascq, 28 May 2026

The Champions Burger kicks off its French tour in Lyon to crown the "best burger in Europe"

From 28 May to 14 June, Aushopping Porte des Alpes shopping centre (Saint-Priest), managed by property solutions operator Nhood on behalf of its client, the Ceetrus property company, will host Europe's largest gourmet burger event.



With its neon lights, West Coast-inspired vibe and immersive street-food universe, Greater Lyon will be the first city in France to experience California Dreaming – The Champions Burger tour, which aims to crown the "best burger in Europe".

Fourteen of Europe's most acclaimed burger brands will stop off in Lyon with their own signature recipes, aiming to win over the Lyonnais crowd during the tour's only date in the region.

With thousands of fans behind it, The Champions Burger continues to reshape burger culture with premium meats, artisan buns and bold ingredient pairings.

This activation highlights the ability of Nhood's Specialty Leasing teams to identify, structure and roll out high-impact experiential concepts across sites owned by Ceetrus. It forms part of the ongoing collaboration between The Champions Burger, the centres

Aushopping and Nhood, following the success of last year's championship in Spain, which drew several million visitors. A tour of other Aushopping centres across France is already being considered.

The festival will officially kick off in Lyon on 28 May. The media launch ceremony will take place on 29 May at 13:00 in Saint-Priest, in the car park of the Aushopping Porte des Alpes shopping centre.

The Lyon metropolitan area will unveil a completely refreshed set design, inspired by the look and spirit of the United States' West Coast. This format turns the festival into a truly immersive journey into Californian street-food culture, blending neon lights, an urban vibe and signature burgers.

This year, California Dreaming sets off in search of the "best burger in Europe" with a travelling tour. Stop by stop, it transports audiences into the iconic atmosphere of America's Pacific Coast, combining indulgent burgers with the unmistakable Californian street-food spirit.

Now a Europe-wide food phenomenon, The Champions Burger has chosen Lyon to launch this new format combining entertainment, gastronomy and live spectacle. This debut marks a major milestone in the festival's international expansion and its arrival on the French market.

PRACTICAL INFORMATION

- Dates: 28 May to 14 June 2026
- Venue: Aushopping Porte des Alpes (Saint-Priest)
- Opening: 28 May at 18:00
- Opening hours: Monday to Sunday: 12:00 - 00:00
- Free entry

About Ceetrus : Ceetrus is a property company committed to helping its portfolio thrive, with and for all living things. It invests to exacting standards in retail real estate and mixed-use urban regeneration projects, placing the creation of sustainable, shared value at the heart of everything it does. Working alongside its partners, Ceetrus helps speed up the transition towards more resilient cities and deliver lasting transformation across its sites and the areas where it operates. Ceetrus holds a real-estate asset portfolio worth over €8 billion and covering nearly 20 million m², made up of more than 270 retail sites and over 50 projects in development, promotion and transformation, across 11 countries. It entrusts the management of its assets to the real-estate operator Nhood to bring its land and property portfolio to life, regenerate it and transform it. Ceetrus is the investment and asset-management company for retail real estate owned by AFM (Association Familiale Mulliez).

Press contacts : Rumeur publique / Lorraine Froment - ceetrus@rumeurpublique.fr - 06 16 31 64 92

About Nhood : Nhood is an international real estate solutions operator, committed to urban regeneration. It supports property owners, local authorities and investors in the long-term transformation of their assets and living spaces, drawing on an integrated services platform. Bringing together specialist expertise, Nhood works across the entire real estate lifecycle, from strategy through to operations: consultancy, design, development, placemaking, operational management and value enhancement. Its 1,600 employees manage €17.3 billion in assets across nearly 1,000 sites in Europe and Africa, on behalf of more

for over 300 clients. They deliver mixed-use, value-creating projects rooted in local dynamics, bringing together retail, homes, offices, leisure, hospitality, digital infrastructure and new urban ways of living. Driven by a triple-impact approach – People, Planet, Profit, Governance – Nhood works every day to create “better places”, useful, vibrant and desirable. www.nhood.com

Press contact : Rumeur Publique / Olivier Astorg - RP-Nhood@rumeurpublique.fr - 06 16 31 35 09