



## Second Shake Shack to open in King of Prussia

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How can [Shake Shack](#) top a location at King of Prussia Mall?

How about open a second one.

Danny Meyer's burger chain confirmed that it will open a second KoP store, and it will go inside the 155,000-square-foot expansion project linking the Court and Plaza at King of Prussia.

The mall recently announced the signings of retailers Jimmy Choo and Diane von Furstenberg, among the 50 stores, and expects to divulge other merchants in the next couple of weeks. The connector is due to open in August.

Shake Shack opened a location in October 2013 on a pad site outside of the mall. The chain has other regional locations on Chestnut Street near 32nd Street and at 20th and Sansom Streets in Center City.

A Shake Shack rep says the new location, whose opening date is not set (other than "2016"), will be smaller, taking 1,800 square feet.

Doug Green of MSC Retail, who represented Shake Shack, said the mall's "vast size" and the "premiere brands anchoring the expansion made adding a second unit ... very compelling."

