

Media Release

June 2021

Wish you could work in a Willy Wonka factory like workplace for real?

Ipswich's beloved sweets queen, Nicole McPhee, founder of Mama Mac's Macarons, is launching her first store front in newly opened shopping centre, Yamanto Central. Not only will her new store sell her iconic range of much loved macarons, it will also boast a range of indulgent offerings from other bakers across the region delivering Ipswich a destination mega store of decadent treats and sweets.

Her soon to open store is expected to attract huge crowds. Fitted out with several high tech baking ovens, Nicole is aiming to create over 3,000 macarons a week, as well as a range of other amazing sweet surprises. The store will stock her full range of 30 macaron flavours and offer daily 'flavour surprises' as well as sell other delights including fudge, cupcakes, brownies, cheesecakes, ice cream and much more.

"I am so excited to be opening my first store in Yamanto Central. It is such a gorgeous shopping centre that offers something for everyone," Ms McPhee said.

"At Mama Mac's, we will be creating and selling our famous range of macarons and even introducing a breakfast menu shortly after opening as well. Our menu isn't going to include your standard bacon and eggs, we will be offering indulgent dishes such as bubble waffles and Japanese souffle pancakes.

"Shoppers will be able to drop in at any time of the day and have a cup of coffee and enjoy a market type menu while doing the weekly grocery shop. We will also be able to undertake large and specialty orders for events, birthdays, functions and other activities."

Set to open in June, Ms McPhee is now looking to employ 10 staff to help her run the store.

"We are going to be busy and I am going to need a good team of people to help me. That's why I am looking to employ ten staff to work with me to help share the joy of Mama Mac's," Ms McPhee added.

Yamanto Central, one of Queensland's most exciting and long awaited retail developments, opened its doors in April, well ahead of schedule. Since opening, Yamanto Central has continued to maintain centre stage with a steady stream of retailer announcements as it progressively unveils new stores on a weekly basis.

The recent opening saw the centre's first tranche of retailers commence trading including anchor retailers Coles and Kmart, along with a handful of specialty stores. Since then, a number of other retailers have swung open their doors including hugely popular national lifestyle and homewares brand, Dusk, Nextra Yamanto, the home of news, gifts, cards, Cotton On, which has experienced record breaking sales, Star Liquor, and many more.

"We are so proud and excited to welcome Mama Mac's to Yamanto Central," Yamanto Central developer and owner, JMK Retail general manager, Vicki Leavy said.

“Mama Mac’s macarons are famous across the region. Everybody loves them! They have become an Ipswich institution and we can’t wait to see them open.”

“I think a lot of us dreamed of working at Willy Wonka’s chocolate factory as a kid. Well now, for ten lucky people, they can.”

According to JMK Retail, the new centre is already breaking projected sales records with stores attracting strong interest from the local community.

“We knew the centre would be popular. There has been such a strong need for it for so many years. Given the level of interest in the centre, it was no surprise that businesses from surrounding retail sites were first to put their hand up to secure a spot, closely followed by national retail brands,” Leavy added.

“The centre will fast become the region’s biggest community hub offering a good mix of retail outlets as well as a health and wellness precinct and an outdoor dining area that will accommodate up to 300 people.”

The people of Ipswich and surrounding regions have much to be excited about. Not only is the centre now open, it is rolling out some big names in retail and is continuing to announce new store openings on a weekly basis. Importantly, there is still a small number of lease opportunities available for businesses wanting to locate to the centre.

Popular fitness brand, Hiit Republic, has also just opened its first location in Ipswich at Yamanto Central attracting a huge level of interest from people wanting to join.

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