

A few minutes with ... Spencer Rubin, founder of Melt Shop

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New York-based restaurant concept Melt Shop opened its first Pennsylvania location at the King of Prussia Mall's 155,000-square-foot connector. I spoke with founder [Spencer Rubin](#) about his expansion and thoughts on the local food scene.

What attracted you to open your first Pennsylvania restaurant — and only second outside of New York — in the Philadelphia region at the KoP Mall? We have kept a close eye on the Pennsylvania market for some time and started looking for spaces in Philly about 18 months ago. When the KoP opportunity presented itself through Simon Property Group, we thought it was the perfect first step to establishing ourselves in the region.

We have a great relationship with Simon and building a store in one of the best shopping malls in the country seemed like a no-brainer.

The Philly market continues to get stronger and stronger, and we are excited to work on other opportunities in the market.

Plans for Philadelphia expansion?

We are pursuing other opportunities in the region and plan to develop multiple other locations over the coming year.

How is Philadelphia's food-and-dining scene perceived outside of the city?

Generally, people think Philly has an incredibly strong food culture. Philly's local culture and pride is strong. Big-name restaurateurs established themselves there to national acclaim. That makes Philly one of the strongest food cities in the country.

Favorite Philly restaurant? Zahav.