

## PRESS RELEASE

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For immediate release

### ARÔME BAKERY: A FRESH ADDITION TO CHINATOWN LONDON

**Shaftesbury Capital** has announced that Arôme Bakery has signed at Chinatown London, at 92 Shaftesbury Avenue, the c900 sq ft concept joining Europe's largest Chinatown in the spring.

The café will be led by co-founders Alix Andre, the creative force behind its signature bakes, and restaurateur Ellen Chew who also operates Chinatown restaurants such as Singapulah and Rasa Sayang, the latter just around the corner from the new Arôme Bakery. Bringing Arôme's next chapter to the heart of the West End, this latest location will focus on grab-and-go, serving a selection of the concept's favourite bakes and, for the first time, seasonal soft serve.

The menu combines traditional French pastry craft with innovative East Asian flavours, adding a point of difference to Chinatown London. The destination has become famous for its growing dessert, tearoom, and café culture, which reflects drinking and dining trends in East and Southeast Asia (ESEA), with Arôme joining the likes of Mamasons, Bun House, Chinatown Bakery, Sakurado, and Mrs Bakery.

**Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital**, commented: "Ellen Chew has a deep understanding of Chinatown London, with Rasa Sayang and nearby Singapulah going from strength to strength, so it's great for us to be partnering with her again, alongside Alix Andre. Arôme Bakery has a unique offer and product, which is a recipe for success in a place that already has a curious and well-informed customer base, with respect for the flavours of the ESEA region."

**Ellen Chew, Co-Founder of Arôme Bakery**, added: "Our relationship with Shaftesbury Capital is one that has proven incredibly rewarding, working with them now for more than 18 years, so it felt right that we select Chinatown London for Arôme. It is a hub for ESEA culture, and whether we are welcoming tourists, residents, or office workers, we know that the people who come to this part of the West End are seeking exactly what we're offering – authenticity enhanced through innovation."

This announcement follows the recent news that Ning's Fresh Beef Hotpot and Sushinoya have launched within the neighbourhood, at 18 Rupert Street and 62 Shaftesbury Avenue, respectively. From the team behind Murger Han, Ning's Fresh Beef Hotpot spans 3,200 sq ft, with more than 100 covers. Sushinoya comes from experienced restaurateur Dong Hyun Kim, offering omakase, restaurant-quality sushi designed for everyday convenience.

-Ends-

@chinatownlondon

#ChinatownLondon



## Notes to Editors

### Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.

Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

### About Shaftesbury Capital

Shaftesbury Capital PLC ("Shaftesbury Capital") is the leading central London mixed-use REIT and is a constituent of the FTSE-250 Index. Our property portfolio under management, valued at £5.2 billion, extends to 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. Our properties are close to the main West End Underground stations and transport hubs for the Elizabeth Line. Shaftesbury Capital shares are listed on the London Stock Exchange ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary).

### Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

### Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.