

## PRESS RELEASE

4 October 2023

### BÉBÉ BOB OPENING FIRST RESTAURANT IN SOHO

**Shaftesbury Capital** is pleased to announce the opening of **Bébé Bob**, the latest restaurant from the team at Bob Bob Ricard, at 37 Golden Square.

The opening of Bébé Bob in Soho, located opposite the flagship Bob Bob Ricard, will mark a new concept for restaurateur Leonid Shutov that will hero a new specialty of rotisserie French chicken.

The 3,500 sq ft restaurant will provide diners an intimate setting with 56-covers, including 12 seats at the bar, and will only offer tables of up to four.

The menu, overseen by Head Chef Sherwin Mauro, will consist of two varieties of chicken from different regions in France, Vendee and Landes, chosen for their traditional farming methods and quality. Renowned for their superior flavour and provenance, both birds will be cooked rotisserie-style to generously feed two. Staying true to the Bob Bob Ricard brand, a caviar offering will be included on the menu at Bébé Bob with Siberian, Oscietra and Amursky sturgeon caviar, served with blinis. Oysters sourced from the shores of Jersey will also be available.

The 70-bin wine list at Bébé Bob will be short and on point, with Head of Wines Giacomo Recchia favouring champagne and white and red Burgundy, as well as a variety of rosé wines - all with a freshness, crispness in mind to best complement the chicken's flavours. In a time honoured Bob Bob tradition, the wines and champagnes are offered at some of the best value in London, often below retail, where even the most expensive bottles are never marked up more than £75. This bold decision and generous gesture was introduced over a decade ago and makes the wine list one of the most impressive in London, providing value for money without affecting quality.

To book now visit, [www.bebebabob.com](http://www.bebebabob.com).



**Andrew Price at Shaftesbury Capital said:** *“The Bob Bob Ricard brand and experience is renowned in London and we believe this new concept, Bébé Bob will deliver another unique dining offer for visitors. The opening builds on Soho’s reputation as the West End’s leading food destination, home to the likes of Miznon, Cricket, BAO, Kiln and Soma.”*

**Leonid Shutov, founder of Bob Bob Ricard and Bébé Bob, said** *“After 15 years, Bob Bob Ricard is widely considered an iconic London restaurant and a Soho institution. We hope that it’s younger sibling Bebe Bob will follow in the same footsteps delighting Londoners and visitors to our great city with great ambiance and delicious food.”*

**Address:** 37 Golden Square, Soho, London W1F 9LB

**Website:** <https://www.bebebob.com/>

**Instagram:** @bebebob

**Opening Hours:**

Monday to Tuesday: Closed

Wednesday to Sunday: 12pm - 4pm and 5.30pm - 12.00am (last orders at 10:30pm)

For more Soho information, please contact Sister London: [meghan.ryan@sisterlondon.com](mailto:meghan.ryan@sisterlondon.com) / [hannah.deacon@sisterlondon.com](mailto:hannah.deacon@sisterlondon.com) / 020 7287 9601

**Notes to editors:**

**About Soho**

Soho is at the centre of London’s dining, shopping and entertainment scene with a buzzing and vibrant day to night time economy. Made up of one square mile packed with creative businesses, independent and iconic shops and restaurants, street-food spots, cafés, bars, clubs, traditional London pubs, Soho is the beating pulse of London. **@ThisIsSoho / ThisIsSoho.co.uk**

**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, valued at £4.9 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops, residential and offices, our destinations include the high footfall, thriving



neighbourhoods of Covent Garden, Carnaby, Soho, and Chinatown, together with holdings in Fitzrovia. 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 and the Johannesburg Stock Exchange. [www.shaftesburycapital.com](http://www.shaftesburycapital.com)

### **Our purpose**

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value

### **About Bob Bob Ricard and Bébé Bob**

Bob Bob Ricard was founded by British entrepreneur Leonid Shutov in 2008, opening on Upper James Street in Soho. Designed by the legendary David Collins, the luxury restaurant specialises in French and British cuisine and is famous for its exceptionally well priced fine wine list, and the now iconic and instantly recognisable 'Press for Champagne' button. Its sister restaurant Bob Bob Ricard City opened in 2018 in the Leadenhall Building, within close proximity to both Liverpool Street Station and Shoreditch. The restaurant underwent a refurbishment by Shayne Brady in 2021.

Bébé Bob will be the newest restaurant from Leonid, opening on Golden Square in Soho opposite the original Bob Bob Ricard site.