

PRESS RELEASE

CHILL OUT AT THE FROZEN FESTIVAL AND CELEBRATE SUMMER THIS AUGUST BANK HOLIDAY AT COVENT GARDEN

15th August 2023

- Covent Garden's annual **Frozen Festival** will return from 24th August, with pop ups serving an array of frozen drinks and treats on the Piazza from **Kocktail**, **Bubble Bros**, **Pan'n'Ice**, **Crosstown** and more
- Throughout the festival, frozen drinks, gelato and desserts will be available at over 30 spots including **Amorino**, **Anita Gelato**, **Avobar**, **Chestnut Bakery**, **Ladurée**, **Mariage Freres**, **Morelli's**, **Seven Dials Market**, **SUSHISAMBA**, **Venchi**, and many more
- Families can enjoy a host of Bank Holiday activities throughout the neighbourhood, including the free **Tusk Gorilla Trail**, children's iPad masterclasses at **Apple**, the interactive Green Journey experience at the **London Transport Museum** and exciting tours of **The Royal Opera House**
- Visitors can enjoy the remainder of Summer by dining al fresco at one of the 75 outdoor terraces at the likes of **Frenchie**, **The Ivy Market Grill**, **The Petersham**, **Ave Mario** and more
- Fashion lovers can get prepped for Summer holidays and visit the **Smart Works Holiday Shop** at **62 Neal Street**, with discounts up to 70% off across **GANNI**, **Rixo**, **Reformation**, **Bobbi Brown**, **Caudalie** and **Neal's Yard**, with 100% of proceeds going to the charity

This August, Covent Garden, the central London hub of shopping, dining and unforgettable experiences, will host a series of summer activities. The neighbourhood will see the return of the much loved **Frozen Festival** across the August Bank Holiday and visitors will find plenty of activity to entertain the whole family with the free **Tusk Gorilla Trail**, children's activities at **Apple** and the **London Transport Museum**, as well as new store openings from WatchHouse Coffee, Hublot, Messika, The Smart Works Summer Shop, and more.

Covent Garden's annual **Frozen Festival** will return across the Bank Holiday weekend from Thursday 24th August - Monday 4th September. The festival will feature Piazza pop-ups and Covent Garden restaurants serving classic and innovative takes on frozen treats. Visitors can enjoy drinks and ice creams on the Piazza at **Kocktail** pop up inspired by Wes Anderson's new movie *Asteroid City*, or grab a Frozen Margarita, Negroni or Old Fashioned at quirky Wes Anderson-inspired vending machines. Other brands popping up include **Vai**, offering 3D gelato designs; **Bubblebros** serving Frosé & Prosecco; ice-cream rolls from **Pan-n-Ice**; London's favourite doughnuts and ice cream from **Crosstown**; as well as handmade gelato from **Chill Gelato** and **Wave Artisan Gelato**.

Taking part in the festival across the neighbourhood, **Amorino** will serve their Italian gelato and vegan sorbets in their iconic floral design; **Anita Gelato** will offer their range of 100% hand-made frozen treats, including frozen yogurt, sorbets, and organic sugar-free, fat-free, soy-based, and real cream-based ice creams, available in 150 different flavours. **Soft Serve Society** at **Seven Dials Market** will offer wild flavour combinations including Matcha Madness and Charcoal Coconut, alongside their summer special serve 'Rocket Man' which includes classic vanilla soft serve swirled high and topped with a nostalgic rocket ice lolly, strawberry sauce and sprinkles. Colorful serves of **Ladurée** ice cream will be available to purchase at their ice cream cart on the West Piazza terrace, consisting of pistachio, rose and caramel flavours. Also available throughout the festival and beyond, is **Ladurée's** brand new



Plaisir Glacé ice cream dessert, in violet and blackcurrant, chocolate and caramel, and vanilla and pecan flavours.

Over 30 of Covent Garden's much loved restaurants will also be offering frozen treats. These include **Avobar** serving creamy vegan avocado soft serve; **Chestnut Bakery's** offering refreshing affogato; **Mariage Freres** serving ice cream sandwiches and fresh iced teas and **Ô Craquelin Patisserie** will offer their new homemade ice creams. Offerings of indulgent frozen treats will also be available at **Udderlicious**, **Gelatorino**, **Venchi**, **Whipped**, and **Yole**. For visitors looking to cool down with a cocktail, **Mrs Riot** will serve frozen Pornstar Martinis and **SUSHISAMBA** will serve Frozen Margaritas.

Ensuring everyone is summer holiday ready, the **Smart Works Holiday Shop in Covent Garden**, running until 23rd August, will sell exciting fashion and beauty brands, supporting the important work of the Smart Works charity. Open and restocked daily from 11am-7pm Monday -Friday and 11am-6pm Saturday and Sunday, the shop's roster includes **GANNI**, **Olivia Burton**, **Reformation**, **RIXO**, **Bobbi Brown**, **L'Occitane**, **Caudalie**, **Elemis**, **Anthropologie** and **Linda Farrow**, with discounts of up to 70% RRP and 100% of proceeds going directly to the charity to help its mission to empower women across the UK who need help securing employment.

Families will continue to be spoilt for choice with fun activities across August. The **Tusk Gorilla Trail at Covent Garden** is a fun, free art trail for families to visit until the end of October. The trail hosts 15 individually designed life-sized gorilla sculptures across its historic streets, curated by **Westbrook Gallery** and designed by artists including rockstar **Ronnie Wood**, British photographer **Rankin** and British artist **Chila Burman**. Visitors can follow the Gorilla 'Trail' and spot the artworks across the estate via an easy-to-use map, with visitors able to donate to **Tusk** via QR codes. Other activities across the estate include **Apple** hosting a free 'Design Your Dream Inventions on the iPad' for children aged 8-12. The **London Transport Museum** will host its Green Journey installation until 15th August with family-friendly workshops that help children to learn about climate change and sustainability. **Seven Dials Market** will host interactive activities, including a weekly cartoon club and drawing menu, in addition to kids specials across food stalls, including mini burgers from **Truffle Burger** and oozy cheese toasties from **The Cheesebar**.

Beauty fans will have lots of options this Summer, they can visit **Benefit** at 19 Short's Gardens, where for every brow wax until 31st August, £5 will be donated to Refuge and Look Good Feel Better - to support women and children experiencing domestic violence and those undergoing cancer treatment. Shoppers can also enjoy a complimentary glass of fizz whilst visiting **Jo Malone London** for a free in-store 'scent for you' service or visit **Moleskine** for free calligraphy personalisation on all new products in celebration of their display of the Saatchi Gallery's 'Detour' exhibition and new limited edition collection.

For culture and opera lovers, the iconic **Royal Opera House**, will offer visitors themed tours of the institution, including the Ballet Tea & Tour and the Royal Tour. Its terrace **Portobello Road Gin pop-up** will also be open daily throughout August from midday until 9pm, serving cocktails to enjoy whilst overlooking the Piazza.

Diners can enjoy dining al fresco at one of over 1,300 outdoor seats on the estate's 75 terraces including **GAUCHO**, **La Goccia**, **The Oystermen**, **Frenchie**, **SUSHISAMBA**, **Sticks 'n' Sushi**, **Ave Mario**, **VyTa** and more. For families, restaurants also offer curated menus from **Cinnamon Bazaar**, **The Ivy Market Grill**, **Pivot**, **Clos Maggiore**, **10 cases**, **Story Cellar** and **Monmouth Kitchen** and more.

Covent Garden, the one stop destination, will welcome a number of exciting retail and restaurant openings throughout the rest of 2023. New brands include **Messika**, **Hublot**, **Girard Perregaux**, **HOKA**, **Creed**, **Tissot** and **Balibar**. These join recent neighbourhood openings from **WatchHouse Coffee**, **Mejuri**, **Sessun** and **Gramicci**,



joining the much loved mix of global and local brands with stores across the estate including **Polo Ralph Lauren, GANNI, Mulberry, Reformation, Sandro, Maje, American Vintage, Uniqlo**, and many more.

-Ends-

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About Shaftesbury Capital PLC:

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.

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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 Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

www.coventgarden.london