

**COVENT GARDEN TO WELCOME NEW CONCEPT, THIRTY7,  
FROM MASTERMINDS BEHIND THE OYSTERMEN**

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For immediate release

Shaftesbury Capital has announced that new all-day dining concept, **thirty7**, has selected Covent Garden for its debut location. Conceived by Hampton Lovell & Co, the founders of critically acclaimed seafood and oyster restaurant The Oystermen, the launch of **thirty7** marks their third hospitality venue within the Covent Garden neighbourhood, further reemphasising the destination's commitment to curating strong relationships with existing occupiers and incubating innovative new concepts.

Joining **Matt Lovell** and **Rob Hampton**'s two other locations within the portfolio, **The Oystermen** and **Bedford Street Wines**, **thirty7** will be opening a 1,544 sq ft space at 37 Bedford Street that will seat 45 diners, including a basement cocktail bar. Renowned for pairing informal spaces with culinary excellence, the new restaurant is Hampton and Lovell's newest venture and will showcase their signature dedication to old-school dining values and sustainability, placing importance on provenance and sourcing high-quality ingredients to curate the ultimate dining experience.

Showcasing a blend of culinary influences from New York, Paris, and beyond, **thirty7** will offer a distinctive brasserie-style menu, featuring a range of comforting and innovative dishes including *Brixham Hake with chorizo fregula*, *Vadouvan Spiced Roast Cornish 'Cull Yaw'* and *Mutton with charred aubergine, yoghurt and mint*, completed with classic sides such as *Dauphinoise potatoes* or *Sautéed Greens*. Also on offer will be the *thirty7 burger*, served with raclette and Dijon-mayonnaise in an inventive twist on traditional offerings, as well as a single Oyster special as a nod to The Oystermen.

The concept will be delivered by Head Chef Grant Clark, who blends experience from New York's urban dining scene with contemporary British cooking styles. The concept will celebrate the use of the finest and freshest ingredients, sourcing products from Hampton and Lovell's close-knit network of suppliers across the UK.

Hampton and Lovell are working alongside architect design studio, Peagreen Studio, to deliver a chic fit-out inspired by downtown Manhattan's cosmopolitan restaurant scene. It will feature exposed brick walls, industrial light fixtures, burnt orange accents, complete with booth-style seating in the main restaurant as well as a cosy basement floor bar.

Set to open later this month, **thirty7** opens alongside Covent Garden's diverse mix of premium dining concepts, including the recently opened **NOTTO**, as well as **Ave Mario**, **Balthazar**, **GAUCHO**, **Story Cellar**, **SUSHISAMBA**, **The Barbary** and **The Ivy Market Grill**.

**Matt Lovell** and **Rob Hampton**, Co-founders of **thirty7**, added: "We are hugely excited to be opening **thirty7** later this month, introducing our innovative new concept to the destination. Covent Garden has been the ideal location for our other concepts to thrive, offering us the opportunity to share our love for food with a diverse range of visitors who are looking for unique culinary experiences. We feel confident **thirty7** will be no exception, and that diners will come for the distinct Manhattan-style atmosphere and provenance-focused brasserie-style menu."

This news follows a series of F&B openings throughout 2023 for Covent Garden, including the launch of authentic pasta concept, **NOTTO**, which opened its second-ever site at 4 Henrietta Street. **NOTTO**



joined Argentinian-style steakhouse, **GAUCHO**, situated at 8-9 James Street, and **Story Cellar**, the Parisian rotisserie-inspired restaurant from Michelin-starred chef Tom Sellers, which opened at 17 Neal's Yard in Covent Garden's Seven Dials neighbourhood.

**-Ends-**

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#### **Notes to Editors**

#### **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 £4.8 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.  
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#### **Our purpose**

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

#### **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.

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