

## **EL&N TO LAUNCH DEBUT DELI CONCEPT IN SHAFTESBURY CAPITAL'S COVENT GARDEN AMIDST SURGE OF F&B OPENINGS**

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For immediate release

Shaftesbury Capital has announced that **The EL&N Deli & Bakery**, a brand-new concept from the globally renowned café and lifestyle brand EL&N, is set to open in Covent Garden's heritage-listed Market Building in July. This latest debut signing reaffirms Covent Garden's position as the leading destination for internationally acclaimed brands to launch new, best in class concepts.

The EL&N Deli & Bakery concept represents a new arm of the EL&N brand, opening in the historic heart of Covent Garden, the Market Building. With over 35 locations across the globe, the EL&N brand has become world-renowned since its inception in 2017, gaining a reputation as the 'most Instagrammable café in the world'. EL&N Deli & Bakery will deliver a fresh concept built around EL&N's core menu of brunch classics, introducing a new range of freshly prepared, artisanal bakery products, including fresh focaccias and a range of sweet and savoury pastries. With room for 14 diners inside the 650 sq ft Market Building space and a terrace with 54 al fresco dining covers on Covent Garden's historic pedestrianised Piazza, the refreshed brand concept will be reflected in the décor, designed to be a modern but classic take on EL&N's iconic, interior led brand identity.

EL&N Deli & Bakery will be joined by British-owned **JENKI**, who are opening their third matcha bar in 50A Long Acre this summer. Revolutionising the daily routine of Londoners with the perfect coffee antidote, JENKI will serve their iconic matcha menu including their Iced Lavender + CBD Matcha Latte, Matcha Soft Serve and Flat Green™. The pocket bar will nod to matcha's Japanese origins through its distinct but pared-back design, incorporating JENKI's signature green and blue colour scheme. The material palette incorporates natural textures and materials, creating a space that is inviting and intriguing.

Covent Garden has also recently welcomed two other new F&B concepts to the destination. The first is **Empanada Circle**, marking a fresh entry into the destination's lunchtime offer with its playful grab-and-go menu of the traditional Argentinian delicacy, empanadas. The recently opened site on 3 New Row has been decorated to mirror the brand's lively personality, fitted out with bright red accents and playful character-based graphics, featuring counter-service and seating for 23 diners. The second is influencer-approved, authentic Mexican churros specialist, **Aguamiel**, which went viral on social media upon its opening of London's first churreria at 24 Wellington Street, offering its selection of churros served with sugar, cinnamon, and sweet dips paired with traditional Mexican hot chocolate or a horchata – a sweet rice milk with coffee and topped off with cinnamon.

**Alexandra Miller, Founder at EL&N London** added: "Covent Garden is an iconic London destination that EL&N has always wanted to expand into, so introducing our brand-new concept there was a natural evolution for us. The neighbourhood has a unique character that we wanted to ensure we connected with, and the creation of our first-ever sub-brand, EL&N Deli & Bakery, has been designed to align with



this, engaging with both the destination's rich heritage and pioneering roster of innovative, flagship concepts from world-class brands."

The signing of EL&N Deli & Bakery follows the announcement that **ERGON House**, the Greek boutique hotel brand, is to open in Covent Garden next year. Set to open at 26 King Street in c.20,000 sq ft of a newly refurbished heritage-listed building, the concept marks the brand's first hotel outside of Greece, and will boast a unique blend of living, restaurant spaces and culinary experiences in a Mediterranean-inspired atmosphere.

**-Ends-**

For further information, please contact Felicity Strawson or Claire Cowan at Aver PR: [coventgarden@averpr.com](mailto:coventgarden@averpr.com)

#### **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. [www.shaftesburycapital.com](http://www.shaftesburycapital.com)

#### **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.

[www.coventgarden.london](http://www.coventgarden.london)

@coventgardenldn

#### **About EL&N:**



Welcome to EL&N London (short for Eat, Live & Nourish), a F&B brand dedicated to elevating the everyday dining experience - the famous café and lifestyle brand began its journey in the heart of Mayfair, London in 2017, elevating the café culture scene with an innovative menu offering, unique interior design moments and the finest speciality coffee. With over 35 stores dotted around the globe in iconic locations such as Milan, Paris, Dubai and Kuala Lumpur, we have fast become a worldwide sensation.

**About JENKI:**

Our award winning matcha is a sweet and mellow 100% ceremonial grade, hand-sourced from the Foothills of Uji, Japan. A very accessible flavour for matcha newbies but also impressing connoisseurs.

What is matcha?

Matcha is a type of powdered green tea originating from Japan. It's made from shade-grown tea leaves that are ground into a fine, vibrant green powder.

Matcha is the go-to for hours of calm, clear-headed energy. It has caffeine levels parallel to coffee, but won't leave you with the jitters or an energy crash, because of its high levels of l'theanine. L'theanine is a powerhouse compound that regulates caffeine uptake, delivering a longer-lasting calm focused energy like no other!

<https://www.jenki.co.uk/>

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