

PRESS RELEASE

FITZROVIA ATTRACTS ANOTHER UK DEBUT WITH SIGNING OF TAPAS RESTAURANT, BOCA A BOCA

23 October 2023

Shaftesbury Capital has announced the signing of Ukrainian-born Spanish concept, Boca a Boca, in leading Central London neighbourhood, Fitzrovia, for its first-ever UK restaurant.

Boca a Boca – a Spanish idiom meaning ‘word of mouth’ – is the brainchild of Ukrainian entrepreneur, Andrii Nikonov, with the first restaurant opening in Kyiv in February 2022. Andrii identified a gap in the country’s Mediterranean food offer, and sought to introduce his love of Spanish cuisine and culture to its capital. Having partnered with Ben Floyd, founder of London-based hospitality consultancy Lumiere, Boca a Boca is taking its first step into the UK, introducing the relaxed atmosphere and refined Spanish classics that have made it popular in Ukraine.

The 1,500 sq ft restaurant, at 18 Charlotte Street in Fitzrovia will comprise a dining room for up to 66 covers, alongside a bar, retail element, and jamoneria. A private events space, with the opportunity to host wine tastings and to incorporate live music, will also feature. The wine menu will be exclusively Spanish, including a rotating ‘wine of the month’ selection to highlight new and exciting regional options, while the all-day food menu focuses on an array of tapas and small plates – from montaditos, to pinchos, to charcuterie – and takes on familiar items such as paella, with an authentic dessert offer to finish.

Andrii Nikonov, CEO of Boca a Boca, said: “Fitzrovia is brilliantly connected and very popular with residents, workers, students and tourists; we see our target customers here every time we visit the neighbourhood. We’re delighted to be joining the collection of quality restaurants Charlotte Street has to offer, and believe we offer something complementary to the existing mix. Boca a Boca takes inspiration from Spain, but our business has Ukrainian hospitality at its heart, so it’s exciting to be able to show Londoners a combination they won’t have come across before.”

Andrew Price, Executive Director at Shaftesbury Capital, added: “Boca a Boca will bring a warm environment and undeniable passion for a quality food and drink to Fitzrovia, with every dish and every glass of wine a true reflection of Spanish hospitality. They’ll slot in perfectly in the neighbourhood, joining other leading eateries like Carousel, The Ninth, and Lisboeta in this really exciting dining hub on Charlotte Street.”

Boca a Boca has taken the site at 18 Charlotte Street following the decision by the founders of Ampeli – the restaurant that has occupied the unit since early 2020 – to explore a new opportunity in Greece. This signing also follows the openings within Fitzrovia for 64 Goodge Street, the Gallic-inspired restaurant concept from Woodhead Restaurant Group, and Mealtime Malatang, a European debut for the expanding Sichuanese restaurant brand.

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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.

Shaftesbury Capital shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange.

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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.

Fitzrovia

Fitzrovia is an historic neighbourhood in the heart of London's West End characterised by its period townhouse architecture. The once bohemian area, home to writers such as Virginia Woolf, George Bernard Shaw and Arthur Rimbaud, retains the charm of years gone by whilst Charlotte Street has become a destination for foodies with a wide choice of independent, restaurants, bars and cafés making Fitzrovia a sought-after destination seven days a week. The area is extremely well connected with easy access via the Northern, Central and the Elizabeth Line at Tottenham Court Road.