

## **LA MARITXU TAKES A SLICE OF SHAFTESBURY CAPITAL'S SOHO FOR SECOND SITE**

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**For immediate release**

**Shaftesbury Capital** has announced that **La Maritxu**, the Basque cheesecake operator, has signed for its second London location on Soho's Kingly Street, adding a distinctive dessert offer to the world-famous dining destination.

La Maritxu will open a 271 sq ft café at 10 Kingly Street, adjacent to the entrance of Soho's renowned food hub Kingly Court. La Maritxu specialises in Basque cheesecakes, originating from San Sebastian, which are baked at a high temperature to produce a caramelised exterior and a rich, creamy centre. Founded in 2021, La Maritxu was built on its Basque heritage, using original family recipes to create a distinctive and quality product. The store will serve its simple menu of single slices, as well as 8" and 10" cakes, alongside coffee and brand merchandise, including aprons and utensils.

La Maritxu Soho is due to open later this month, joining a raft of recent operators arriving in the neighbourhood. **The Little Violet Door** at 9 Kingly Street, an upsized **Two Floors** at 3-4 Kingly Street, **The Counter** at 15-16 Kingly Street, as well as **Liu Xiaomian** and a refurbished **OKA** in Kingly Court have all bolstered Soho's hospitality offer this year. Also due to launch later this year is **Donutelier** on Carnaby Street which, like La Maritxu, will add a quality grab-and-go or stop-and-pause option at a gateway to Kingly Court.

**Lucia Larragoiti Fisher, Founder at La Maritxu**, commented: "Our passion has always been focused on delivering a genuine and authentic Basque product, and this site provides an amazing opportunity to take La Maritxu's brand story further, as we continue to build our presence in London, alongside the iconic Carnaby Street. We've nurtured a strong following across social media since opening our first location and are ready to replicate this success within Soho. It's the go-to place for hospitality; it's got quality names, high footfall, and a world-famous reputation, and we are excited to bring a taste of the Basque Country to this thriving destination."

Just last month, **Goldies**, the concept from the team behind revered local bistro Blanchette, also opened within Shaftesbury Capital's Kingly Court, furthering the destination's position as a leading dining hub within the West End.

**-Ends-**

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### **Notes to Editors**

#### **About Soho**

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[Carnaby.co.uk](https://carnaby.co.uk) / @CarnabyLondon  
[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho

**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 2.7 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of shops, restaurants, cafés, bars, residential apartments and offices, our destinations include the high footfall, thriving neighbourhoods of Covent Garden, Carnaby, Soho and Chinatown. 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 ("LSE") (primary) and the Johannesburg Stock Exchange ("JSE") (secondary) and the A2X (secondary). [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.