

PRESS RELEASE

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For immediate release

NOODLE & BEER HOPS INTO CHINATOWN LONDON, MAKING ITS WEST END DEBUT

Shaftesbury Capital has announced that **Noodle & Beer** has opened its doors at Chinatown London's 27 Wardour Street, delivering an authentic Sichuanese experience to Europe's leading location for ESEA food and culture.

Joining the neighbourhood in a 950 sq ft unit, Noodle & Beer now sits amongst hugely popular concepts on Wardour Street, including Pochawa Grill, Kung Fu Noodle, and Chinatown Bakery. With a vibrant interior and 42 covers across two floors, including an intimate dining setting in the basement, Noodle & Beer captures the upbeat socialisation-focused culture associated with the Sichuan region.

Its menu features a selection of noodle-based dishes alongside a rotation of carefully selected beers, including halal options and rice boxes for those looking for an affordable grab-and-go offer. Open until 03:30am from Thursday to Saturday, guests can enjoy an evening to late night experience, with Noodle & Beer Chinatown London playing host to DJs and game nights.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "Chinatown London is renowned for the strength of its authentic ESEA culture, which Noodle & Beer adds to with a hospitality experience that goes further than great food and drink. Its launch is a great way to kick off 2025, right in the midst of Chinese New Year celebrations, and with Wardour Street one of the busiest areas anywhere in the West End, we are thrilled for Noodle & Beer to join the line-up."

Xiaoxiao Wang, Founder of Noodle & Beer, commented: "Whilst a simple concept, Noodle & Beer is dedicated to bringing people together to enjoy the diverse flavours of Sichuan. Our Chinatown London site is a key location on the road to expanding the brand further, and we are proud to be a part of the destination's unmatched ESEA community."

The opening of Noodle & Beer follows Chinatown London's Chinese New Year celebrations, welcoming in the Year of the Snake. The celebrations included the annual parade and lion dances through the neighbourhood, with several vendors serving limited-edition food and drink that incorporated their own traditional symbolism.

-Ends-

@chinatownlondon

#ChinatownLondon



Notes to Editors

Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.

Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

About Shaftesbury Capital

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 £5.0 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).

Our purpose

Investing to create thriving destinations in London's West End where people enjoy visiting, working, and living.

Our values

We have a set of values that are fundamental to our behaviour, decision making and the delivery both of our purpose and strategy: Act with integrity; Take a creative approach; Listen and collaborate; Take a responsible, long-term view; and Make a difference.