

PRESS RELEASE

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For immediate release

ON A ROLL: SHAFTESBURY CAPITAL WELCOMES DUO OF F&B DEBUTS TO CHINATOWN LONDON

Shaftesbury Capital has announced that pastry concept Mrs Bakery, and quick service vendor Sushi Joy, have opened their doors in Chinatown London. The two brands have launched debut locations close to Leicester Square, one of London's busiest tube stations, at 12/13 Little Newport Street and 15a Little Newport Street respectively.

Mrs Bakery's 1300 sq ft unit joins Chinatown London's varied collection of traditional and modern ESEA pastry concepts, including Chinatown Bakery and Kova Patisserie. Mrs Bakery stocks a range of freshly made goods and beverages, with products including Layer Toast, Taro Salted Egg Drums, Chicken Floss Buns, and a selection of Rice Breads that include flavours from Matcha to Pandan.

Debuting on the same street, Sushi Joy's kiosk combines the traditional artistry of sushi making with a modern grab-and-go approach. Catering to ever-evolving food trends, Sushi Joy offers a wide variety of fresh sushi made daily with premium ingredients, with menu items including Nigiri, Maki rolls, Inari, Onigiri, and standout dishes such as Salmon Nigiri and Tempura Prawn Tacos.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "Our focus for Chinatown London is considered evolution, making sure it continues to reflect the many traditions and trends from the ESEA region in careful balance. Mrs Bakery and Sushi Joy bring two distinct offers, joining new openings from the past few months – including Noodle & Beer, Bunsik, and Kung Fu Burger – all of which provide something different and mean no two visits to Chinatown London are ever the same."

Lei Jin, Director of Mrs Bakery, commented: "Debuting in Chinatown is a crucial step for Mrs Bakery, and it was vital we partnered with a landlord and location that reflected our dedication to bringing a range of high-quality, ESEA-inspired baked goods to a vibrant community. With a core philosophy that revolves around joy and togetherness, we have no doubt that Chinatown London is the place to be."

Yisong, Founder & CEO of Sushi Joy, commented: "As we look to expand Sushi Joy across London, there was no question that Chinatown London was the place to start our journey. We are committed to delivering authentic, high-quality sushi to a diverse audience, and our new location is positioned exceptionally well to cater to tourists, office workers, and those from the ESEA community looking for a taste of home."

Mrs Bakery and Sushi Joy are the latest brands to launch debuts within Chinatown London, following the likes of YiQi, which opened in 2024 just a year later became a Michelin Guide recommended restaurant.



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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.