

December 2<sup>nd</sup> 2025

For immediate release

## **PADELLA TO MAKE WEST END DEBUT IN SHAFTESBURY CAPITAL'S SOHO**

**Shaftesbury Capital** has announced that Italian restaurant, **Padella**, has signed at the heart of Soho at 2 Kingly Street, a milestone moment for the brand as its first in the West End.

From Jordan Frieda and chef Tim Siadatan, the team also behind revered North London restaurant Trullo, Padella's menu is inspired by trips to Italy, with a signature menu of eight seasonal pasta dishes. The concept also brings with it an emphasis on authenticity, adopting traditional Italian techniques and flavour combinations, and was an early adopter of virtual queueing, as a consequence of its popularity at Borough Market.

Padella's new **2,300 sq ft** Soho location will cater to 80 covers and is the latest signing amongst a flurry of new F&B arrivals in the area, including Detroit-style pizza restaurant Ria's, that recently opened at 29 Foubert's Place. The signing reflects the destination's exciting dining culture, with Padella combining an elevated style at an accessible price point, with a menu just as suited to a lunch service as it is to a more relaxed dinner.

**Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented:** "The hospitality offer in Soho continues to evolve, and Padella is reflective of the style and calibre of concepts that call Carnaby Street and Soho home. The signing not only affirms the destination's position as a key dining hub with a multi-faceted offer, but also reminds us of the neighbourhood's position as an attractive place for West End debuts. Padella is a perfect fit for the neighbourhood, a high quality and distinctive restaurant that will undoubtedly prove a popular addition."

**Jordan Frieda and Tim Siadatan at Padella** added: "We have always felt the energy of Soho was a perfect fit for Padella, and we've spent a long time looking for the right space. Bringing our fresh pasta to Kingly Street is something we are both incredibly excited about, and we hope it becomes a place where people can drop in for a quick plate or settle in for a long evening."

This announcement follows the news that Soho institution, The Shaston Arms, has officially relaunched under a new independent management team. Operated by the award-winning team behind The Waterman's Arms in South West London, and led by hospitality entrepreneur Joe Grossman, The Shaston Arms leads with its pub offer as before alongside an additional, elevated dining experience.

**-Ends-**

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**Notes to Editors**

**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 under management, valued at £5.2 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.

### **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.

[ThisSoho.co.uk](https://thissoho.co.uk) / @ThisSoho

### **About Padella**

Founded by Tim Siadatan and Jordan Frieda, Padella opened in Borough Market in 2016 and quickly became a leader in London's fresh pasta movement. Renowned for its hand-rolled pasta, particularly its signature dish, Pici cacio e pepe, classic Italian, antipasti, and desserts, Padella serves affordable, expertly crafted dishes using the finest seasonal produce.

In 2020, Padella expanded with a second site in Shoreditch. Designed by Day Studio, the interior balances sleek functionality with distinctive character. The open kitchen, lined with terracotta tiles, offers diners a view of the chefs hand-rolling fresh pasta daily.

Alongside its sister restaurant Trullo, Padella has cemented its reputation for produce-led dining seamlessly blending British and European ingredients with Italian culinary techniques. Described as a restaurant that is 'rarer than hen's teeth' by Grace Dent, for The London Standard, and 'probably the best pasta in London' by A.A. Gill in the The Sunday Times, both restaurants remain among London's most acclaimed and in-demand.