

PRESS RELEASE

PAN-ASIAN RESTAURANT, YIQI, LAUNCHES DEBUT LOCATION IN CHINATOWN LONDON

16th January 2024

Shaftesbury Capital has announced that Pan-Asian restaurant concept, YiQi, has officially launched its debut location on Chinatown London's 14 Lisle Street.

Celebrating a range of cuisines from across the ESEA region, YiQi's menu creates a dynamic dining experience in the heart of Chinatown London. From fragranced South East Asian delicacies, to comforting regional Chinese favourites, Korean classics, and Japanese art-like dishes, recipes and techniques have been created by Chef Lum Wah Cheok, who has worked at celebrated restaurants Hakkasan and Yauatcha.

Signature dishes include YiQi's fried cordyceps flower salad, nyonya pandan chicken, charcoal grilled beef short ribs, and skate fish with yuzu, alongside a unique dessert of wagyu mousse. YiQi's debut showcases innovative cooking methods, from Sous Vide to Teppanyaki and Binchotan, a form of grill cooking using the most revered charcoal in the world.

The 2,000 sq ft Chinatown London restaurant has been designed to convey a warm cultural richness, featuring a blend of rattan, wood, and the iconic abacus, all chosen to complement the culinary experience.

Andrew Price, Executive Director at Shaftesbury Capital commented: *"The opening of YiQi's debut restaurant is a brilliant way to start 2024, and is indicative of the unique experiences we look to introduce to Chinatown London. We are always looking to bring distinctive and creative new Asian concepts to the destination, and with its celebration of centuries of dining heritage paired with innovation, YiQi is a fantastic addition to our ESEA food hub."*

Kevin Cheong, Concept Creator at YiQi added: *"Launching our debut restaurant within the streets of the iconic Chinatown London is a huge milestone for the YiQi brand and we are very grateful for the support received from Shaftesbury Capital. Providing a unique window on the Far East in Europe, Chinatown London is the perfect setting for YiQi's debut restaurant, and we are delighted to welcome guests to try our authentic dishes created by the renowned Chef Lum Wah Cheok."*

YiQi joins Chinatown London's array of restaurants showcasing the ESEA region, unmatched anywhere in Europe, including 2023 arrivals such as Japanese 'Staircase BBQ' concept High Yaki, and casual Korean concept Pochawa Grill.



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