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For immediate release

SHAFTESBURY CAPITAL BRINGS FIVE NEW F&B CONCEPTS TO SOHO

Shaftesbury Capital has announced that five new F&B concepts have joined its Soho portfolio. The five deals include a new flagship signing to renowned dining destination Kingly Court, while a further two are on Foubert's Place, just off the iconic Carnaby Street, as well as two on bustling Berwick Street, with each concept chosen to match the distinct characters of these three foodie hotspots, showcasing Shaftesbury Capital's tailored approach.

- Set to arrive in Kingly Court this summer, **ALTA** is the new restaurant headed up by Rob Roy Cameron and the creation of MAD restaurant group. It will bring open fire cooking and Northern Spanish cuisine to the iconic dining hub. ALTA will draw on the area's rich culinary heritage through an informal menu of sharing plates and dishes, to include influences from the Basque region, mixed with the best of the British larder. Seating more than 100 guests, the restaurant will be set over two floors with private dining rooms and an outdoor terrace. This is a landmark signing for Kingly Court, delivering yet another gastro-nomic speciality to the iconic dining destination alongside other renowned concepts such as **Darjeeling Express**, **Donia**, **Bar Kroketa**, and **OKA**.
- Joining Soho's Foubert's Place, a stone's throw away from Carnaby Street, smash burger concept **Heard** is set to open this spring at number 31. The 1,300 sq ft Soho restaurant is just the second location for the concept and the first in the West End, created by two-Michelin starred chef Jordan Bailey. Taking a farm-to-table approach, Heard's smash burgers will sit alongside signature beef salt fries, paired with low-intervention wine and craft beer.
- French restaurant and wine bar, **Marjorie's**, has opened at 26 Foubert's Place in an 830 sq ft space with c50 covers both indoor and al-fresco. The Parisian-inspired concept, led by hospitality duo Michael Searle and Josh Anderson, in partnership with chef Giacomo Peretti, ex-Firebird and Temper, boasts a modern French menu and complementary wines from across the country. It will have 47 covers, both indoor and alfresco style
- **Panadera**, the London-based Filipino bakery, has opened at 3 Hopkins Street in a 1,200 sq ft space. Headed up by Florence Mae Maglanoc, the restaurateur behind Soho favourite, **Donia**, Panadera specialises in Pandesal dough products, including Pandesal loaves, sandwiches, and traditional baked goods. The bakery has up to 15 covers and an open kitchen, boasting classic coffees with Southeast Asian twists.
- Across the portfolio, **Breadstall Pizza**, known for its unique hybrid dough which takes the best elements from both NY and Neapolitan-style pizzas, served in a 20" large format and sold by the quarter, has opened in 2,300 sq ft across two floors at 92 Berwick Street, marking its debut permanent restaurant space. This second eatery represents a crucial moment for the brand, with Shaftesbury Capital playing a part in its journey into the West End and providing a bricks-and-mortar home that will open Breadstall to an extensive office and tourist population for the first time.

These new entrants come at an exciting time for Soho; on Newburgh Street, London's first Neo-Izakaya **HIMI** offers a modern interpretation of Japanese classics, complemented by the West End debut for Asian-inspired **Nagare Coffee**. Boutique pastry specialists **Donutelier** opened late last year on Carnaby Street, providing a 'pause moment' for shoppers and forming a key entrance into Kingly Court, signalling the transition into the leading dining hub that has itself benefitted from successful openings for wood-fired concept **Goldies** and noodle specialist **Liu Xiaomian**.



Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, said: "Soho remains a hotspot for some of the best F&B concepts, not just in London or even the country, but globally. Carnaby Street has long been known for its unique and exclusive variety of retail, and to complement this, we are thrilled to announce two new independent, founder-led F&B concepts joining Foubert's Place, and another landmark addition to Kingly Court. Through these F&B lettings, we are excited to demonstrate how high quality F&B concepts can be intertwined with retail to offer the consumer an enriched experience."

Jordan Bailey, Founder of Heard, also commented: "Soho and Heard are the perfect duo, like a burger and fries. Soho is famous for its innovation, and we're bringing more of that with a Michelin star-inspired but simple offer that office workers, locals, or international visitors will fall in love with. We've built a brand and a concept that champions the best ingredients with ultimate texture and taste, and being so close to Carnaby Street means we can take it to even more people, by being part of one of the UK's most globally recognised neighbourhoods."

Shaftesbury Capital has partnered with award-winning food writer and broadcaster, **Jimi Famurewa**, taking up the role of official ambassador for the **Soho Food Scene**. The initiative launched in April to spotlight Soho's unmatched collection of dining concepts, and just as importantly, the world-class hospitality entrepreneurs behind them.

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For further information, please contact: carnabyandsoho@averpr.com

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 assets under management, valued at £5.0 billion, extend 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.

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

About Jimi Famuwera

Jimi Famurewa is a British-Nigerian author, broadcaster and freelance journalist. His writing has appeared in the Guardian, Wired, GQ, Empire and Time Out London. He is the former restaurant critic for the Evening Standard, regular guest judge on the BBC One series MasterChef and was also one of the lead judges on Channel 4's The Great Cookbook Challenge with Jamie Oliver. He hosted the award-winning podcast Where's Home Really?, and, in 2021, he won Restaurant Writer of the Year at both the Fortnum & Mason Awards and the Guild of Food Writers Awards. His first book, Settlers: Journeys through the Food, Faith and Culture of Black African London, was published by Bloomsbury in 2022 and was shortlisted for Foyles Non-Fiction Book of the Year. He has a newsletter called Seconds.