

PRESS RELEASE

THE BREAKFAST CLUB TO OPEN ON NEAL STREET, COVENT GARDEN

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For immediate release

Shaftesbury Capital has announced that The Breakfast Club, the award-winning all-day breakfast concept founded by Jonathan Arana-Morton, is to launch its latest location at 55 Neal Street in Covent Garden's Seven Dials this autumn. The 894 sq ft unit will be home to the all-day breakfast operator's latest 'caf', serving breakfast, brunch and lunch, and welcoming guests with its signature community-focused, 'arms wide open' dining experience.

Boasting its trademark 'feel-good' approach to hospitality, The Breakfast Club's menu will feature the brand's familiar favourites, including its 'Caf Classics', famous pancake breakfasts, and its range of Benedicts. A selection of drinks will also be on offer, including The Breakfast Club classic cocktails as well as pressed juices, smoothies, mugs of Yorkshire Tea, and coffees using the brand's in-house coffee blend, Morning Glory.

A commitment to good food and drink for all, served with a warm welcome, is at the heart of The Breakfast Club's ethos. The brand aims to provide uplifting hospitality across all areas, making 'Today a Good Day' for its teams, guests, and communities. As part of its engagement with the local community, The Breakfast Club host 'Get-Togethers' with local community groups and charities, such as Age UK in a bid to combat loneliness and isolation.

Jonathan Arana-Morton, CEO & Founder of The Breakfast Club, added: "This will be such an exciting opening for us – The Breakfast Club has always called the West End home, and our new Covent Garden location couldn't be more perfect for our next adventure; it is a fabulous place and community. We can't wait to get going, doing what we do best, providing good food and drink with our 'today is going to be a good day' hospitality, and an arms wide open welcome."

The news of The Breakfast Club's signing follows a string of F&B announcements this year for Covent Garden, including the opening of two Michelin-starred chef, Tom Sellers' Parisian-inspired rotisserie style restaurant, Story Cellar, in the iconic Neal's Yard.

Also joining the destination's strong F&B line-up is pasta bar, Notto, which is set to open its second site this Autumn on Henrietta Street. The pasta bar-concept, from top British chef Phil Howard, will serve its signature high-quality, freshly prepared, Italian fare.

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Notes to Editors

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.
www.shaftesburycapital.com

Our purpose

Our purpose is to invest in and curate vibrant and thriving destinations in London's West End where people work, live and visit, delivering long-term social and economic value.

About Covent Garden:

Covent Garden is a world-class global destination in the heart of the West End, including the iconic Piazza, Market Building and surrounding streets, together with Seven Dials. The portfolio is home to over 200 retail stores including global flagships, British and independent brands as well as over 200 restaurants, bars and cafes.

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