

THREE NEW CAFÉ AND BAKERY BRANDS JOIN COVENT GARDEN IN LATEST WAVE OF F&B SIGNINGS

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For immediate release

Shaftesbury Capital has announced a trio of high-profile bakeries and cafés will be joining Covent Garden, reinforcing its reputation as one of London's leading F&B destinations. New arrivals include **Copain** for its first UK location, a debut London bricks-and-mortar store for **Oliphant & Pomeroy**, as well as **Hagen**, each bringing distinct, high-quality concepts to the neighbourhood.

Copain is set to join Covent Garden with its debut 460 sq ft café, opening soon at 54 Neal Street and bringing its well-loved menu of artisanal baked items and coffee to the neighbourhood. This will be the location's first bakery outside of Paris, offering a range of freshly baked breads, cakes, and savoury foods.

Oliphant & Pomeroy will also be opening their debut 600 sq ft café inside the iconic Market Building. The brand uses all-natural ingredients to handcraft their ice cream and baked goods including award-winning vegan options. The café, which will be located in the South Wells of the Market Building, will provide a welcoming space for guests to enjoy their freshly-baked products such as croissants, cinnamon buns and artisanal ice cream. As the café's debut London location, this signing highlights Covent Garden's role in incubating debut brands and London firsts.

Completing the trio is **Hagen**, the premium Danish coffee bar, which will open a 300 sq ft café just off the Piazza on Russell Street, designed around its signature Room 606 concept. The new location has a strong focus on speciality coffee and a dedicated brew bar. Taking cues from Arne Jacobsen's iconic Room 606 at the SAS Hotel in Copenhagen, the interior features include blue velvet furnishings, wood panelling, brown marble, and Verpan pendant lighting.

These brand new additions highlight Covent Garden's vibrant and evolving food scene, enhancing its already diverse and internationally recognised collection of cafés and bakeries. They join established favourites such as **Café Kitsuné**, **EL&N Deli & Bakery**, **St John's Bakery** and **Watchhouse Coffee**, further cementing the area's reputation as a top destination for unique cafe experiences.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "At Shaftesbury Capital, we're committed to creating a compelling line-up of food and drink brands that stand out to visitors. We are a trusted launchpad in London for UK debuts and new concepts, as we've showcased time and time again, and these additions highlight the continued demand we have from quality, independent names."

Tim Schroeder, owner and CEO of Hagen, added: "Bringing Hagen to Covent Garden has been a thoughtful process for us. We bring our precision approach into our location scouting, right down to the building itself. The neighbourhood perfectly reflects our brand's energy and spirit, and we're excited to showcase our mid-century take on an espresso bar in the midst of a vibrant and iconic part of London. This new bar enables us to share the essence of Danish café culture with a new audience, while joining a well-respected community of established global operators in Covent Garden."



This announcement follows the recent opening of **ADOH!**, a Sri Lankan street food concept from the founders of Kolamba at 36 Maiden Lane, and the signing of Italian restaurant brand **Harry's**, which is set to open this Winter at 11-12 Russell Street, bolstering the destination's vibrant line-up of F&B operators and strengthening its position as a must-visit London dining hub.

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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 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).

www.shaftesburycapital.com

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 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 200 restaurants, bars and cafes.

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