

INCEPTION GROUP SIGNS FOR FLAGSHIP LOCATION IN COVENT GARDEN'S WORLD-FAMOUS MARKET BUILDING

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For immediate release

Shaftesbury Capital has announced that Inception Group, the operator of unique and immersive hospitality concepts across London, has signed for a new flagship location in Covent Garden's historic Market Building. The opening is set to be a flagship **Mr Fogg's Tavern**, bolstering Covent Garden's reputation as a destination for distinctive F&B operators within an iconic heritage setting.

Due to open this summer, Mr Fogg's Tavern will occupy c.4,500 sq ft of space with 130-covers. The venue will feature the brand's signature Victorian-style interiors, alongside a 65-seater courtyard housed within the world-famous Covent Garden Market Building, making the most of the location's iconic surroundings.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "The signing of Mr Fogg's within the historic Market Building represents a strong addition to Covent Garden's food and beverage offer. The Market Building is globally recognised as one of the most iconic retail and leisure spaces, which means securing concepts that align with our distinctive heritage, global appeal, and emphasis on experience is important. This location is an excellent fit for Inception Group, and we look forward to welcoming them later this year."

Charlie Gilkes, Co-Founder of Inception Group, added: "It's a huge honour to be opening one of our tavern concepts in such a heritage location, and we are very grateful to Shaftesbury Capital for the opportunity. There are so many stunning, original features in this beautiful listed Market Building and we are really looking forward to welcoming Londoners and visitors from beyond this Summer."

The flagship site will also join other Inception Group venues across the Shaftesbury Capital portfolio, including **Cahoots** in Kingly Court, Soho, and **Mr Fogg's Tavern** on St Martin's Lane in Covent Garden. This further demonstrates the strength and success of the group's brands across Shaftesbury Capital's portfolio.

The signing underlines Covent Garden's position as a leading destination for innovative and high-quality F&B concepts, following the recent signing of **Buvette**, the celebrated gastrothèque by chef Jody Williams, which is set to open a 2,800 sq ft, 80-cover space at 2 Neal's Yard later this year. Mr Fogg's will also join a diverse mix of F&B operators within the Market Building, such as **Courtyard Wine Cellars**, Spanish restaurant **Pintx-ito**, and French restaurant **Chez Antoinette**.

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For further information, please contact Aver PR at: coventgarden@averpr.com



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.

www.coventgarden.london @coventgardenldn

About Inception Group:

<https://inception-group.com>

Mr Fogg's: The collection of Victorian-inspired bars and pubs themed around Jules Verne's character Phileas Fogg in *Around The World in 80 Days*. The 10 venues across London from Liverpool Street to Mayfair, offering immersive experiences, adventurous libations in experiential locations.

Cahoots: The original Cahoots (13 Kingly Ct, Carnaby, London W1B 5PW) launched in 2015 and is modelled on a disused underground tube station in Soho circa 1946. The venue, features a Bakerloo Line train carriage and imagines that a group of mischievous opportunists, The Scoundrels, have discovered this old tube station turned air



raid shelter and are keeping the Blitz spirit alive with illicit knees ups and swing dancing. The Scoundrels expanded their operation in 2024 by opening Cahoots: Postal Office, inspired by the post-war postal service in Borough.

Bunga 90: Opened in 2025, the Drury Lane venue is a 90s-inspired multi-sensory playground, via an entrance through a video rental store and time machine, offering retro cocktails, draught beers and pizza, alongside immersive elements, arcade games and three karaoke rooms.

Barts: Inception Group's first venue is the speakeasy Barts on Sloane Avenue. Inspired by Uncle Barts, the prolific 1920s Chicago gangster, the venue allows guests to step back in time to 1929 Prohibition era.

Control Room B: Opened in 2022 at Battersea Power Station, Control Room B is the all day 1950s inspired bar set within the former control room of the Power Station. Offering coffees and cocktails as well as immersive experiences including an audio guided tour around the original dials and an escape room style, code-breaking experience.

Maggie's: Celebrating its 15th anniversary in 2025, Maggie's is the 80s inspired nightclub in Chelsea. Featuring murals of icons of the decade and themed drinks, including Jaws and Super Mario themed cocktails.