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For immediate release

NEW WAVE OF F&B OPERATORS JOINING SHAFTESBURY CAPITAL'S COVENT GARDEN

Shaftesbury Capital has announced that a wave of new hospitality brands are arriving in Covent Garden, including a second West End site for contemporary Chinese restaurant **Noodle & Beer**, and a West End flagship for **bread&truffle.**, contributing to just under 10,000 sq ft of space for new F&B brands across one of the West End's most sought-after dining neighbourhoods.

Leading the new entrances is **Noodle & Beer**, which is set to occupy a 1,625 sq ft unit located at 25 Catherine Street. Also located in Shaftesbury Capital's Chinatown, **Noodle & Beer** offers authentic Sichuan-style noodles alongside a curated beer selection and a wine list thoughtfully curated by renowned UK wine critic Douglas Blyde, with signature cocktails crafted by acclaimed mixologist Francesco Braun. The Covent Garden restaurant, which will feature a signature rouge private room, represents another bold addition to the array of both independent and widely recognised global operators within the neighbourhood.

bread&truffle., the Italian artisanal sandwich brand, is also set to open its West End flagship store in an 810 sq ft space at 7 New Row. A viral favourite, **bread&truffle.**'s in-house baked focaccia sandwiches feature premium ingredients sourced directly from Italy, adding another dimension to Covent Garden's international F&B line-up.

These new signings will join several operators that have opened recently across the neighbourhood, including **Bubala**, which opened this week at 14 Garrick Street, and **Experimental Cocktail Club**, launching its Halloween-themed exclusive pop-up bar 'The Haunting' at 9 Russell Street, which will transition into its popular 'Miracle Bar' concept when the festive season begins, running until the end of the year.

Lenny's Apizza is also set to open its permanent home in a 2,140 sq ft space spanning two floors at 23-24 Henrietta Street on October 27th, closely followed by **Heard**, which is due to open its 4,000 sq ft space at 33-35 Wellington Street, marking its flagship location in London. **Schofield's Bar** will be opening in November at 1 Earlham Street, alongside **Puffy Cookies**, also in November, and **Junk Burger** in December, both adding to New Row's mix of grab-and-go operators.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "These signings and openings build on a strong year of F&B leasing, reinforcing Covent Garden's position as a leading dining destination under our stewardship. The area's continued appeal is reflected in brands such as **Noodle & Beer** and **Heard** choosing to expand across the Shaftesbury Capital portfolio, and demonstrates the strength of our partnerships, our commitment to supporting brand growth, and the quality and diversity of Covent Garden's F&B offer."

Xiaoxiao Wang, Founder of Noodle & Beer, added: "Signing in Covent Garden was a natural choice, given our success in Chinatown. We continue to target prime destinations to expand our presence in



London, so Noodle & Beer will be right at home in this iconic neighbourhood, which is both community-focused and world-class, with a top-quality mix of F&B operators.”

This news follows a period of sustained leasing activity over the last year, with Shaftesbury Capital bringing in an abundance of new F&B concepts to Covent Garden. These include **Cassette**, the contemporary French dining concept at Maiden Lane, Inception Group’s flagship **Mr Fogg’s Market Tavern** in the Market Building, and a central London first for **Sourdough Sophia** in Neal’s Yard.

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For further information, please contact Aver PR at: coventgarden@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 portfolio under management, valued at £5.6 billion, extends to 2.8 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.

In April 2025, Shaftesbury Capital and Norges Bank Investment Management ("NBIM") formed a long-term partnership, in respect of the Covent Garden estate. Shaftesbury Capital retains 75 per cent ownership and management control over the estate. The partnership brings together two long-term investors with a shared confidence in and ambitions for the growth prospects of the Covent Garden estate and the West End.

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 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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