

PRESS RELEASE

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For immediate release

DUO OF RESTAURATEURS EXPAND PRESENCE IN CHINATOWN LONDON

Shaftesbury Capital has announced that two renowned restaurateurs within Chinatown London have further expanded their presence at the destination. Maguro Group is set to bring its Korean street food brand, **BUNSIK**, to Wardour Street, whilst Alex Xu has launched **Kung Fu Burger** on Shaftesbury Avenue, for his fourth concept within Europe's leading location for ESEA food and culture.

BUNSIK will be relocating from Charing Cross Road into Chinatown London's vibrant food landscape this September, and will become the restaurant group's second site within the destination. The 900 sq ft site at 31 Wardour Street is next-door to Pochawa Grill, Maguro Group's debut Korean BBQ concept that opened in late 2022. BUNSIK Chinatown London will bring its popular section of Korean style corn dogs, as well as other authentic grab-and-go dishes such as Ddukbokki, Korean fried chicken, burgers, cup-bap, and cup-noodle.

With a portfolio of concepts now spanning four sites in Chinatown London, restaurateur Alex Xu has launched his latest brand, Kung Fu Burger, at 104 Shaftesbury Avenue. Inspired by the street food phenomenon across the ESEA region, Chinese burger concept Kung Fu Burger's menu is centered around a sourdough Chinese-style bun and a variety of fillings, from shredded pork belly – the most popular version – to chicken, or vegetables. Operating out of a 100 sq ft kiosk, Kung Fu Burger joins Alex Xu's existing brands in Chinatown London, including popular bubble tea brand, Happy Lemon, and Taiwanese dessert parlour, Meet Fresh.

Jae Cho, Director, Maguro Group, commented: "We are immensely proud of what BUNSIK has accomplished since the inception of the concept, and we are delighted to be bringing the brand into one of the UK's most significant cultural hubs. BUNSIK was founded off the back of popular trends across the ESEA region and it is flattering to see that Chinatown London, with its rich history in partnering with iconic and authentic restaurants, has chalked out space for us to sit alongside Pochawa Grill, and amongst other great concepts in the destination. This marks a significant move for BUNSIK, and we are pleased to be partnering with Shaftesbury Capital once more."

Maguro Group and Alex Xu are the latest restaurateurs to expand further into Chinatown London, following the news earlier this year that the restaurant group behind Hong Kong style café, The Eight, and Pan-Asian concept, YiQi, has launched its latest Chinatown London venture, SanHao. Opening its doors at 3 Gerrard Street, San Hao focuses on hand-pulled noodles and soups and occupies a prominent 3,000 sq ft space, on the corner of Chinatown London's iconic Gerrard Street and Gerrard Place.

-Ends-

@chinatownlondon
#ChinatownLondon



Notes to Editors

Chinatown London

As the largest Chinatown in Europe, Chinatown London is the go-to destination for regional Chinese and Pan-Asian cuisine. Its twelve predominately pedestrianised and interconnected streets, lined with iconic red lanterns, are home to an ever-evolving mix of traditional and new concepts that reflect emerging dining trends from cities such as Shanghai, Beijing, Tokyo, and Seoul.

Equally thriving day and night, the area's restaurants, bars, shops and cafés, as well as its unique mix of ESEA supermarkets, authentic Asian retail stores and more, attract large numbers of Londoners, tourists, international students and local workers.

中国城

作为欧洲最大的中国城，伦敦中国城是追求地道中餐和亚洲美食的热门去处。这里有十二条以步行为主、互相连接的街道，路边挂满了标志性的红灯笼。中国城的美食也在不断演变，融合了传统与新潮的美食概念，将来自上海、北京、东京和首尔等城市的新兴餐饮趋势带给大家。

无论白天还是夜晚，这里的餐厅、酒吧、商店和咖啡馆，以及特色的东南亚超市、正宗亚洲零售店等，无不吸引着在伦敦学习，工作，旅游和生活的每一个人。

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 £4.8 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. 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.

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Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.