

**VIRAL FAVOURITES AND COFFEE HOTSPOTS: FIVE NEW F&B BRANDS
TO JOIN SHAFTESBURY CAPITAL'S COVENT GARDEN**

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For immediate release

Shaftesbury Capital has announced that five new hospitality brands are set to join the Covent Garden neighbourhood and enhance the culinary line-up, including a debut for **Carmy's**, and a second location for viral coffee brand, **Frothee**.

- **Carmy's**, the brand-new pizza-by-the-slice concept, is set to make its official debut in an 820 sq ft store at 1a Monmouth Street this summer. The team behind Carmela's Pizzeria, co-founders Phil Chaykin, Gerry del Guercio and Paul Delany, plus the Bite Twice social media food duo, will be joined by head chef Aaron Murphy and general manager Davide Paone, to launch Carmy's. The new F&B concept will craft New York-style pizza slices with a focus on quality product, consistency, and speed. Quick service and a tight menu of the classics and rotating specials will be key to Carmy's, catering for a central London crowd on the go. Located on the corner of Shaftesbury Avenue, this is a key anchor site, marking the gateway into Covent Garden's Seven Dials neighbourhood.
- **Frothee**, known for its popular matcha coffee, has selected a c400 sq ft unit at 29 Bedfordbury in Covent Garden to open its second location in London. The viral café concept, which opens later this month, brings a fresh twist on a local café to the neighbourhood, with its high-quality matcha and unique cold foam drinks.
- **JUNK Burger** has signed for a 1,600 sq ft space at 19 New Row, marking its third site in the UK. Founded in 2021, the premium smash burger brand will bring its no-frills approach to Covent Garden, with quality ingredients and a precise approach to cooking. The JUNK Group is expanding to establish its brands as staples in the world's leading capitals, and joining London's leading culinary destination reflects this aim.
- JUNK Group's **Puffy Cookies** has also signed for a 1,200 sq ft store at 3 New Row. Following the success of JUNK Burger, Puffy Cookies launched in 2023. Puffy Cookies are baked fresh every day, and, in true New York spirit, achieve the perfect thick, soft, comforting texture. This will be the third London location for Puffy Cookies as part of the brand's expansion.
- Finally, **Elia**, a modern Mediterranean restaurant, is set to open its first site in the lower level of Covent Garden's historic, Grade-II listed Market Building. Elia champions simple, honest food made with fresh, high-quality Mediterranean ingredients. The 520 sq ft restaurant will be adjacent to Chez Antoinette, which recently completed a refurbishment and an upsize. The space will be warm and welcoming, for a combination of quick meals and relaxed dining, with a central display showcasing fresh produce as a key feature. Elia will open in the coming months and will later be joined by an Inception Group flagship, set to arrive in the Market Building later this year.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "These new signings reflect Covent Garden's status as a prime location for F&B brands in all stages of development, whether making their debuts or expanding their presence in the UK. Securing key established brands alongside emerging concepts is a key focus of our long-term strategy, to maintain a diverse, world-class line-up which showcases Covent Garden as a leading culinary neighbourhood."



Phil Chaykin, Managing Director of Carmy's, added: "We could not be happier to be making our debut in Covent Garden, a world-leading culinary destination which boasts a variety of independents, favourites, and chef-led concepts. Carmy's will bring proper New York pizza slices, a concept that is still relatively limited in London, to this vibrant neighbourhood, delivering a fast, high-quality option for a broad range of customers."

Ozgur Karakas, Founder of Elia, added: "Bringing Elia to Covent Garden was an easy decision, considering the restaurant line-up is globally renowned. In particular, the South Wells area of the Market Building is stunning and historic, the ideal location for us. We look forward to a prosperous future within the capital's leading culinary destination."

This cluster of new signings follows a period of sustained leasing activity in the neighbourhood. It comes after the success of **Burro**, the unique Italian dining concept by Conor Gadd, which opened in Floral Court in March, and the news that **Buvette**, an internationally recognised restaurant, is set to make its UK debut at 2 Neal's Yard next month. This all reflects the widespread appeal of Covent Garden as a distinctive and high-quality F&B destination, which continues to attract significant brand interest.

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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 £5.4 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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