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PRESS RELEASE

4FT WIDE BISCUI TEERS GINGERBREAD INSTALLATION OF COVENT GARDEN UNVEILED IN TIME FOR CHRISTMAS

*An exclusive Covent Garden biscuit collection featuring a unique tin of designs and a DIY
Gingerbread House kit will also be sold on the estate for the first time*

This Christmas, Covent Garden's iconic decorations will have a sweet update as the estate welcomes a gigantic gingerbread version of the Market Building, created by London gifting company, Biscuiteers. From Monday 11th November the showstopping display made from over 5kg of icing and weighing in at over 10kg will provide the ultimate festive picture moment in Covent Garden's Market Building

Decorated entirely by hand, the gingerbread grand design took two of Biscuiteers biscuit designers over 100 hours to construct and ice. The installation will include Covent Garden's most iconic Christmas decorations, such as the West Piazza Christmas tree and Market Building garlands crafted out of gingerbread and decorated with fine icing. The recreation of Covent Garden's infamous Market Building will be Biscuiteers' most detailed project to date, with every single pane of glass in the Market Building having been iced by hand and to perfection.

Covent Garden is London's number one destination to enjoy the magic of Christmas and an exclusive Biscuiteers Covent Garden tin will add to the unrivalled selection of gifts available to purchase across the estate. Located in the Market Building's Central Avenue, Biscuiteers will showcase bespoke tins filled with 10 designs of Covent Garden hand-iced biscuits. A limited-edition build-your-own Covent Garden Market Building gift set will also be offered, with pre-baked gingerbread pieces, royal icing sugar, piping bags and tips and tricks for enthusiastic bakers to create their own designs at home. Offering bespoke and popular Biscuiteers gifts, such as mugs, aprons and cake tins, Biscuiteers will join Covent Garden's unrivalled shopping selection including Charlotte Tilbury, Tiffany & Co, Tom Ford, Polo Ralph Lauren and more, providing the best selection of gifts in London.

The Biscuiteers Covent Garden grand design will pop up in Central Avenue within the Market Building from Monday 11th November until the New Year. The installation follows Biscuiteers successful construction of other iconic British landmarks made from gingerbread including Leeds Castle and the Old Vic, the Biscuiteers team have taken on one of their most detailed projects yet with the recreation of the iconic market. Biscuiteers signature hand-iced artistry will be featuring in Covent Garden for the first time as they bring their delicious London-baked biscuits to visitors this Christmas.

Harriet Hastings, Founder of Biscuiteers said: "We are really excited to introduce Biscuiteers to Covent Garden this Christmas. Our talented biscuit designers have reimaged this iconic London landmark in gingerbread and icing with hours of painstaking and highly skilled work.



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We are very excited to see it installed in Covent Garden's Market Building and hope that it will be enjoyed by all the visitors this Christmas."

-Ends-

@coventgardenldn

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#CoventGardenChristmas #Biscuiteers

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About Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Balthazar and SUSHISAMBA, with upcoming openings from Dominique Ansel Bakery and Polo Ralph Lauren.

Capital & Counties Properties PLC ('Capco') is responsible for the management of over 1.2 million sq. ft. of space at Covent Garden valued at £2.6 billion (as at 30 June 2019). Under Capco's stewardship, Covent Garden has been transformed into a world-class destination, welcoming over 40 million customer visits a year and 150 new brands since 2006.

www.coventgarden.london

About Capital & Counties Properties PLC (Capco):

Capital & Counties Properties PLC is one of the largest investment and development property companies that specialises in central London real estate and is a constituent of the FTSE-250 Index. Capco's landmark London estates at Covent Garden and Earls Court were valued at £3.2 billion as at 30 June 2019 (Group share). The company is listed on the London Stock Exchange and the Johannesburg Stock Exchange.



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About Biscuiteers:

Biscuiteers, the original hand-iced biscuit company, has been producing and selling hand iced biscuits from their central London bakery since 2007. Entrepreneur Harriet Hastings co-founded Biscuiteers with her husband, Stevie Congdon. They are also co-directors of leading London catering company

Lettice and parents to four children. In early 2018, Harriet's second book *Biscuiteers Book of Iced Gifts* launched in the UK.

Biscuiteers now delivers to 117 countries with a customer base of over 193,000 and will despatch 141,000 orders this year. All of the biscuits are made in kitchens in London where the team fulfils hundreds of orders each day. Biscuiteers has two popular Icing Cafés located in Notting Hill and Northcote Road where along with their much-loved biscuit gifts, you can learn how to ice like a Biscuiteer, enjoy afternoon tea or commission bespoke cakes and biscuits.

In addition to direct sales, Biscuiteers are stocked in leading retailers including Selfridges, Fenwicks and the Royal Opera House. Biscuiteers also has a corporate business and has created bespoke biscuits for prestigious brands including Yves Saint Laurent, Cartier, Karl Lagerfeld, Christian Dior and Net-a-Porter. They hold the license for Paddington, Mr Men, Beatrix Potter and The Snowman. In November 2016 the companies crowd funding campaign on Crowdfunder launched to secure investment for future expansion exceeded its £500,000 target by 226%, raising a total of £1,250,000. In summer 2019, Biscuiteers relocated to a purpose built factory and office facility, marking a turning point for the expanding business.

Follow @BiscuiteersLtd and learn more about Biscuiteers by visiting www.biscuiteers.com

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