

PRESS RELEASE

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For immediate release

CHINATOWN LONDON ADDS SUSHINOYA AND NING'S FRESH BEEF HOTPOT TO F&B LINE UP

Shaftesbury Capital has announced that Chinatown London has secured two new concepts to its leading F&B line-up, with **Sushinoya** and **Ning's Fresh Beef Hotpot** taking the spaces at 62 Shaftesbury Avenue and 18 Rupert Street, respectively.

Sushinoya has opened its doors at the destination, launching into a 3,600 sq ft space with 65 covers. The premium sushi brand has taken a key gateway unit into Chinatown London, at the corner of Shaftesbury Avenue and Wardour Street, opposite Kung Fu Noodle, a noodle broth focused concept spotlighting authentic dishes from Gansu province in North West China.

Created by experienced restaurateur Dong Hyun Kim, Sushinoya's Chinatown will offer omakase, restaurant-quality sushi designed for everyday convenience, and include a high-quality range with rare cuts like Chutoro tuna, Yellowtail (Hamachi), and Eel (Unagi). The concept will also serve a selection of hot bento, sides, and seasonal boxes, offering halal, vegan, and gluten-free options.

Spanning over 3,200 sq ft and hosting more than 100 covers, Ning's Fresh Beef Hot Pot has joined Chinatown London for what will be the brand's second location. From the team behind Murger Han, Ning's Fresh Beef Hotpot brings authentic Chaoshan-style Cantonese cuisine to London. Specialising in hand-cut fresh beef and a customisable all-you-can-eat hot pot experience, the restaurant also offers premium and halal-friendly ingredients.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "Welcoming Sushinoya and Ning's Fresh Beef Hotpot to Chinatown London, you can see the quality of choice we are targeting, and the types of concepts for different locations. Shaftesbury Avenue is a hotspot for office workers and tourists, so Sushinoya gives that audience what they need, a quick service option just as relevant for grab-and-go as it is for a sit-in experience. Ning's on the other hand is now part of a more destinational location, being on Rupert Street with the likes of Speedboat Bar and The Palomar, concepts that encourage a more relaxed lunch or dinner. Both add huge value to Chinatown London, and further diversity to Europe's best ESEA food hub."

Dong Hyun Kim, Founder of Sushinoya, added: "Our launch in Chinatown London puts us alongside the best of the best in ESEA cuisine, so it's a big moment for us. The destination's reputation as an F&B hub that prioritises authenticity means we immediately have the confidence that our target customers are already here, somewhere we can offer quality sushi and more to an audience that will really understand our concept."

These new additions follow the recent opening of hot pot-focused concept, Yangguofu Malatang, which has opened at 47-49 Charing Cross Road, at the eastern gateway into Chinatown London. Operating nearly 7,000 restaurants worldwide, the brand's latest location delivers a distinct twist on the traditional hot pot with guests being able to choose from a vast selection of meat, fish, vegetable toppings, noodle type, and broth flavour.



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@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

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).

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.