

July 27 2026

For immediate release

DUMBO BURGER JOINS SHAFTESBURY CAPITAL'S SOHO FOR WEST END DEBUT

Shaftesbury Capital has announced that **Dumbo**, the French smashburger specialist, has signed for its second UK location at 37 Berwick Street, **Soho**, adding to the destination's line-up of acclaimed restaurants.

Dumbo was founded in Paris in 2019 by street-food enthusiasts Charles Ganem and Samuel Nataf, and has since been credited with pioneering the smashburger in Europe. The brand's ethos is to be a 'quality burger joint for all', with focus on responsibly sourced, superior ingredients, using sustainable materials, transparency in operation, and creating a product everyone can enjoy. Alongside the headline cheeseburger and fries, Dumbo also serves a vegetarian patty and chicken nuggets in a tempura batter.

The 550 sq ft space, a first in the West End for Dumbo, is the latest in a long line of restaurants to have joined the Soho neighbourhood in recent years, with a quality and accessibility led philosophy. On Berwick Street, Shaftesbury Capital has introduced pizza by the slice from Breadstall and hand-rolled sushi at Saltwater, with the likes of pasta experts Padella opening on Kingly Street, and Ria's Detroit-style pizza on Foubert's Place. Like Dumbo, each brand is well suited to Soho's diverse customer base, serving both lunchtime and evening occasions while maintaining a strong focus on quality and authenticity.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, said: "Curating Soho's restaurant landscape requires a clear understanding of both current consumer demand and the brands with the potential to achieve long-term success. Dumbo is a great example of this, an exciting concept delivering a high-quality product. Berwick Street benefits from a diverse customer base, combining a strong office population with significant domestic and international footfall, making it an ideal location for Dumbo to thrive. It joins a growing collection of best-in-class operators on the street, including Breadstall, and Saltwater set to further strengthen the offer."

Charles Ganem and Samuel Nataf, Dumbo's Co-Founders, commented: "We've always had an eye on Soho; we did a collab with fellow lovers of modern American food Rita's earlier this year, and that only enthused us more to be part of the neighbourhood. Our smashburgers are designed to be delicious above all else, using only the best produce, and accessible to everyone. People who come to Soho will absolutely get that, and we cannot wait to open for them."

This news follows the announcement of Darjeeling Express' relocation from Kingly Court to Rupert Street, Shaftesbury Capital having kept the innovative, female-led restaurant within its portfolio, with a larger space that allows even more diners to experience its regionally-inspired dishes.

-Ends-

For further information, please contact: carnabyandsoho@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. 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 Soho

Soho is a world-famous shopping and dining destination in the heart of London's West End, synonymous with culture, creativity and innovation. Made up of one square mile of vibrant interconnecting streets including the globally renowned Carnaby Street, it's home to a multi-dimensional mix of international flagships, independent boutiques and innovative, new concept stores. The epicentre of London's dining scene, its unique day-to-night hospitality offer comprises high-quality restaurants, cafés, bars and pubs.

[ThisisSoho.co.uk](https://thisissoho.co.uk) / @ThisisSoho