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For immediate release

MR FOGG'S UNVEILS FLAGSHIP MARKET TAVERN IN COVENT GARDEN

Shaftesbury Capital has announced that Inception Group has officially launched its newest concept, **Mr Fogg's Market Tavern**, in Covent Garden's world-famous Market Building, showcasing the destination's continued appeal to high-quality, distinct, and experiential brands.

Mr Fogg's Market Tavern has opened in the c.4,500 sq ft space in the Market Building, marking the largest addition to the Mr Fogg's Tavern collection, joining existing sites in St Martin's Lane, Soho, Fitzrovia, and Liverpool Street. Accommodating 130 covers indoors and a further 60 on its terrace, the new tavern's original brickwork arches and flagstone floors are in keeping with the historic setting, and a series of interconnected spaces, including a dedicated **Guinness** Saloon bar, will create an immersive guest experience.

Mr Fogg's Market Tavern is one example of the world-class F&B brands that Covent Garden continues to attract, with the destination already home to many innovative chef-led concepts, such as the recently opened **Burro** by Conor Gadd in Floral Court and **Buvette** by Jody Williams in Neal's Yard. Mr Fogg's Market Tavern enhances the experiential side of the dining offer in Covent Garden, showing its continued evolution under Shaftesbury Capital's long-standing investment and stewardship.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "The arrival of Mr Fogg's Market Tavern in the iconic Market Building is a standout addition to Covent Garden and a testament to our longstanding relationship with Inception Group. The new flagship marks a fourth site for the group within the Shaftesbury Capital portfolio, reflecting the strength of our partnership and the continued confidence that leading operators place in Covent Garden as a destination to grow and evolve.

Covent Garden certainly sets the benchmark for hospitality and leisure, bringing together world-class operators in an environment that simply cannot be replicated elsewhere. Mr Fogg's Market Tavern adds vibrancy, individuality, and a memorable experience to the destination, complementing Covent Garden's distinctive character and reinforcing its appeal to both Londoners and visitors alike."

Charlie Gilkes, Co-founder of Inception Group, added: "Covent Garden provides an exceptional setting for our flagship tavern, bringing together its rich heritage, vibrant atmosphere, and prime leisure and F&B line-up. We look forward to welcoming Londoners and visitors from across the UK and overseas, and are particularly excited to introduce our dedicated Guinness room, which will offer a distinctive experience within this landmark destination."

This opening follows the news that five new F&B brands have joined Covent Garden, including a central London first for community-focused bakery concept **Sourdough Sophia**, and a brand new contemporary French restaurant, **Cassette**, reinforcing the wider neighbourhood's status as a leading dining destination.

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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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