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For immediate release

FIVE NEW F&B BRANDS TO LAND AT SHAFTESBURY CAPITAL'S COVENT GARDEN

Shaftesbury Capital has announced that a series of new restaurants, bakeries, and dessert concepts are set to join the Covent Garden neighbourhood, including a central London first for community-focused bakery Sourdough Sophia, and a brand new contemporary French restaurant, Cassette, further strengthening the destination's market-leading F&B offer.

Leading the quintet is **Sourdough Sophia**, the community-focused bakery concept, which has signed for a 450 sq ft unit at 16 Neal's Yard. Joining top-quality F&B and chef-led concepts such as **The Barbary**, **Story Cellar** and the recently opened **Buvette**, Sourdough Sophia's new location will be its first central London site, showcasing its range of sourdough bread and laminated pastries. Since its huge popularity and expansion across the capital, aided by a highly successful community crowdfunding campaign, Sourdough Sophia retains its core values, rooted in community and connection, by committing to sustainable quality ingredients, artisanal techniques, and an innovative menu which constantly evolves.

A second restaurant from the team behind Peckham favourites Levan and Bar Levan is set to open this autumn in a 1,170 sq ft space at 42 Maiden Lane. Led by Head Chef Essa Fakhry, formerly of Note in Dublin and Planque in London, **Cassette** will bring a contemporary French dining concept to the historic Grade II listed building. The restaurant will enhance Covent Garden's line-up of international cuisine with a menu rooted in modern French cooking with a Parisian energy. Named in homage to the founders' long-standing connection to music, Cassette will build on the success of Levan while introducing a distinctly new dining experience to Covent Garden.

Soft Serve Society is set to open its flagship Soft Serve Cafe at a second London location in an 850 sq ft space at 33 Earlham Street. The larger footprint will enable the brand to create a more immersive in-store experience, with additional seating and a thoughtfully designed environment that brings its distinctive aesthetic to life. Best known for its Instagrammable, inventive and over-the-top soft-serve creations, Soft Serve Society will enhance the dessert offering within the Seven Dials neighbourhood. Guests can expect a menu featuring signature sundaes and baked desserts paired with soft serve ice cream, alongside a dedicated tiramisu vending machine, an exclusive range of branded merchandise and more.

Over at 25 New Row, Brazilian brand **OAKBERRY Açai** has selected Covent Garden to open its seventh store in London, boasting its customisable, organic açai bowls and smoothies in a 380 sq ft space. OAKBERRY Açai has garnered global success with its organic and vegan-certified bowls, becoming a popular healthy on-the-go option across the city.

Rounding off the five is the debut of **Carmy's**, which has now opened its 820 sq ft site at 1 Monmouth Street. The brand-new pizza-by-the-slice concept is located on the corner of Shaftesbury Avenue, providing a key gateway into the Seven Dials neighbourhood.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "This year has been a strong one for us in terms of F&B leasing, and it's fantastic to see that momentum continue with another exceptional group of independent operators choosing Covent Garden and it's Seven Dials neighbourhood. What sets Covent Garden apart is the calibre and diversity of our offer, and it's this unique ecosystem that continues to attract the industry's most exciting operators, reinforcing our position as London's leading destination for world-class dining and hospitality."



Sophia Handschuh, Co-Founder at Sourdough Sophia, added: “When I started this business in lockdown, I could never have imagined that I would end up here, with a store of my own in one of the most iconic locations in the world. We’re very proud to have built our presence around London, and this moment feels extra special, marrying up with a place that has such a widespread appeal with a real community feel.”

Mark Gurney, Founder of Cassette, also said: “I’ve grown up travelling to France every year for family holidays, and over the last ten years both Matt and I have built lasting friendships with so many people in its hospitality scene. Cassette is, in many ways, a homage to that journey and those people.”

This news follows another recent wave of F&B concepts set to join the Covent Garden neighbourhood this year, including **JUNK Burger** and **Puffy Cookies** at New Row, and a second location for **Frothee** at 29 Bedfordbury. **Elia**, the modern Mediterranean restaurant, has also opened its first site in the lower level of Covent Garden’s historic Market Building, joined by **Mr Foggs Market Tavern**, which is set to open next week.

-ENDS-

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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