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For immediate release

CHINATOWN LONDON WELCOMES TRIO OF F&B ADDITIONS

Shaftesbury Capital has announced the signing of Chinese tea brand **HEYTEA** at Chinatown London, alongside the recent openings of **Arôme Bakery** and **Kawan by Uncle Roger**.

Set to launch in the summer at 118-120 Shaftesbury Avenue, **HEYTEA** will span c2,600 sq ft, and serve a selection of fresh fruit and milk teas, as well as matcha. **HEYTEA**'s addition will further extend the destination's comprehensive collection of modern tea concepts – including the likes of Happy Lemon, Tsujiri, and Woo Tea – as Chinatown remains the go-to destination for on-trend F&B from across the ESEA region.

The signing of **HEYTEA** coincides with the launch of **Arôme Bakery**, a stone's throw away at 92 Shaftesbury Avenue. Led by co-founders Alix Andre and Ellen Chew, the new artisan bakery occupies a 900 sq ft space, and stocks a wide selection of French-Asian-inspired baked goods. This is also the first **Arôme Bakery** to offer soft serve, with Chinatown providing the ideal launchpad for this menu diversification.

Pan-Asian restaurant, **Kawan by Uncle Roger**, also recently debuted at 12 Macclesfield Street, backed by influencer turned restaurateur, Uncle Roger (aka Nigel NG). The restaurant spans c1,600 sq ft and comes equipped with vibrant interiors, serving up a menu of Asian cuisines and family-style dishes, reinterpreted through a modern British lens.

Emma Matus, Head of Restaurant Leasing at Shaftesbury Capital, commented: "Chinatown London's reputation as the go-to for an authentic ESEA F&B line-up is so important; it means potential new brands and restaurateurs know what we're looking for, and visitors are absolutely spoilt for choice. The additions of **HEYTEA**, **Arôme**, and **Kawan by Uncle Roger** reflect our drive to balance the offer with both heritage and trend-led concepts, as we support new formats, debut locations, and entrepreneurs that know what resonates with our visitors."

Ellen Chew, Co-Founder at Arôme, added: "Arôme remains one of London's most sought-after bakeries, and our recent Chinatown London launch reminds us that we boast a dedicated customer base that loves what we do. It's important to us that we operate from the best locations, and there is no question that we have launched in the prime place for meaningful brand expansion."

This flurry of F&B news follows the debut of hand-pulled noodle restaurant, **SanHao**, which comes from the same restaurateurs behind **Kawan by Uncle Roger**, Hong Kong-style café The Eight, and Pan-Asian concept, YiQi. Located in a key 3,000 sq ft gateway unit that looks onto the vibrant Newport Place, the menu focuses on traditional noodle dishes, from Ban Mian to soups, all cooked-to-order.

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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 £5.4 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.