

## PRESS RELEASE

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### CHINESE NEW YEAR 2025: CHINATOWN CELEBRATES THE YEAR OF THE SNAKE



This month, London will once again come together to celebrate Chinese New Year, with the largest celebration in the world outside of China. Chinatown London will be the epicentre of the festivities, with thousands of visitors from far and wide expected to visit over the 15-day celebration period.

As we step into the Year of the Snake, Chinatown will come alive with traditional festivities and feasts, bringing together the best of East and Southeast Asian culture in the heart of the West End.

#### Tale of the Snake

The Year of the Snake is also associated with the element of wood, which is associated with the colour green. This means that 2025 will be known as the Year of the Wood Snake or the Year of the Green Snake.

In ancient times, the Snake was referred to as the 'Little Dragon'. It is believed that the Snake wakes up from its long hibernation and creeps out of its den on the third day of the third month of the Chinese Lunar calendar; this day is known as "the Dragon Head Raising Day".

In the Chinese zodiac, the Snake symbolises wisdom, intuition, and transformation. As the sixth animal in the 12-year cycle, it represents elegance and thoughtfulness. Those born in the Year of the Snake – 1953, 1965, 1977, 1989, 2001, 2013, and 2025 – are said to be resourceful, insightful, and graceful problem-solvers, embodying the power of adaptability and growth.

#### Chinese New Year in Chinatown London

Chinatown London is the ultimate destination to experience the energy and rich traditions of Chinese New Year. Here, cultural celebrations come alive in the heart of the city, offering the perfect place to immerse yourself in the customs and festivities while enjoying the unique sights, flavours, and experiences of this iconic area. With over 60 restaurants, bars, shops, and businesses across 11 streets, Chinatown offers a unique blend of cultural dishes and experiences found nowhere else.

The annual Chinese New Year parade will take place on Sunday 2<sup>nd</sup> February, starting from East of Trafalgar Square to Chinatown. Ahead of the parade, there are expected to be lion dance performances throughout Chinatown on Saturday 1<sup>st</sup> February to excite and entertain visitors in celebration of the festivities.



## **Celebratory F&B**

Throughout the CNY period, restaurants across Chinatown London will be serving celebratory dishes, each with their own traditional symbolism over the festive period, as well as limited edition 'Year of the Snake' food & drink creations.

### *Chicken*

Chicken is a homonym – in Chinese, the pronunciation of 'Chicken' 鸡/jī/ is similar to 'Luck' 吉 /jí/. As such, chicken dishes are very popular and are usually served on the eve of CNY for dinner, one of the most important meals over the fortnight's celebrations. Chicken feet are said to help you grasp onto wealth, whilst the wings help you to fly higher and the bones represent achievement. Enjoy an array of delicious chicken dishes including Hainanese chicken at [C&R cafe](#) and [The Eight, New China](#)'s Lemon Chicken and Cantonese chicken buns at [Bun House](#).

### *Whole Fish*

An indispensable guest at the CNY dinner table, the fish, represents a whole and healthy family. Traditionally the centrepiece of the table and eaten across Chinatown London during the festivities, fish also symbolises an increase in prosperity. When served, the fish should be placed with the head facing towards the distinguished guests. Both [Golden Phoenix](#) and [Jin Li](#) serve a delectable whole steamed seabass with ginger and spring onions

### *Jiaozi dumplings*

In Northern China, dumplings are traditionally eaten on the eve of Lunar New Year, however most people enjoy this comforting dish throughout the celebratory period. It is believed that the more dumplings you eat during CNY, the more money you will make that year. Jiaozi dumplings especially, are considered to be lucky, due to their boat-like shape resembling Chinese Ingots. Chow down some delicious dumplings at [Dumplings' Legend](#), [Tao Tao Ju](#) or [Orient London](#) - the perfect dish to share!

### *Lobster*

A popular delicacy for CNY family feasts, lobster is a staple dish. In Chinese culture, lobsters are thought to resemble dragons, which are a significant symbol during the festivities. When cooked, they turn red which is known as the colour of luck. Head to [Plum Valley](#) for their delicious braised lobster with ginger and spring onions, savour fresh steamed lobster at [Lotus Garden](#) or opt for [China Modern](#)'s whole lobster coated in salted egg yolk.

### *Nian Gao*

As with most Chinese dishes, the north and south have different variations of the iconic Nian Gao (also known as Chinese New Year cake) - though it's always a sticky-sweet cake prepared from glutinous rice. Chinese families will buy or make this treat for their CNY celebrations, in the hopes of having a better year ahead. It's also a popular gift to give when visiting family and friends during the festivities. Tuck into this sweet treat at the [Chinatown Bakery](#), [Sakurado](#) and [Four Seasons](#).

### *Noodles*

Noodles are a staple of all Chinese diets, but at Lunar New Year they get a little bit, well, longer! Longevity noodles are considered the key to a long and healthy life. [Kung Fu Noodle](#) is the first live hand-pulled noodle concept within Chinatown London. With a menu of moreish noodle soups and dishes from Gansu province in Northwest China. [Leong's Legend](#) offers a moreish Beef Noodle Soup, a popular delicacy on the streets of Taipei. Head to [Oseyo](#) to stock up on a variety of noodles to take home and enjoy!

### *Tangyuan*

Tangyuan, also known as 'soup ball', is associated with reunion and family togetherness. This is a celebratory dish, particularly popular in Southern China and is made from glutinous rice flour and served in boiling water or sweet syrup, with many fillings – sweet and savoury. Try for yourself at sweet spot [Candy Cafe!](#)

### *Yu Sheng*



Welcome the Year of the Snake with this prosperous salad that symbolises longevity, peace and opulence, best enjoyed with friends and loved ones. The ritual of eating Yu Sheng is very important in itself. In a celebration called Lo Hei (translating literally to toss high); people gather around the table together and toss the ingredients into the air with chopsticks, whilst shouting out auspicious wishes to usher in prosperity for the New Year. Set yourself down at [Rasa Sayang](#) to experience this fresh, vibrant dish.

#### Things to do during the festivities

Cheers to the year ahead at one of Chinatown's speakeasies and hidden bars, and raise a glass to a prosperous year. [Experimental Cocktail Club](#) overlooks the vibrant red lanterns and bustling streets – enjoy a menu of classic and original cocktail creations. Stroll further along Gerrard St and enter an assuming jade coloured door, that'll take you up to [Opium](#), a shabby-chic cocktail lounge serving late night dim sum.

Get the gang together for fiery Thai snacks and – in keeping with the theme of the zodiac - order a round of 'Snakeblood negronis', whilst shooting a game (or two) of pool at [Speedboat Bar](#). Or perhaps sip on Soju and sing your heart out at one of [Pochawa Grill](#)'s karaoke rooms.

Continue the festivities at home and pick up authentic ingredients to recreate your favourite CNY dishes. Check out specialist Asian supermarkets such as [See Woo](#) and browse the towering shelves of ESEA produce and you can even pick up traditional red envelopes to give to someone special.

#### Happy Chinese New Year wishes from Chinatown London, Xin Nian Kuai Le / Sun Nin Faai Lok!

Explore Chinatown London this Chinese New Year and stay tuned to Chinatown London's ([TikTok](#), [Instagram](#) and [Facebook](#)) social media platforms.

-Ends-

@chinatownlondon

#ChinatownLondon

<https://chinatown.co.uk/en/>

#### 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 which 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。

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