

SHAFTESBURY CAPITAL STRIKES GOLD: WOOD-FIRED HOSPITALITY CONCEPT TO DEBUT IN KINGLY COURT

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For immediate release

Shaftesbury Capital has announced that **Goldies**, the new fresh and fired hospitality concept, has chosen Soho's **Kingly Court** to launch its debut restaurant. Boasting a unique gourmet cooking experience, Goldies comes from the team behind revered local bistro Blanchette, with Kingly Court creating a growth opportunity for the experienced restaurateurs in a prime West End location.

Goldies is set to join the F&B destination this summer, opening a 1,100 sq ft space on its ground floor. The new concept will deliver small and large plates, centred on dramatic and smoky flavours created through wood fire cooking, leading with variations of the iconic French 'frites'. It will use only the finest and freshest ingredients, with a particular focus on sourcing nutritious, sustainable, and local produce, affirming the concept as a considered and conscious restaurant.

Kingly Court is a key part of Soho, a three-storey al fresco destination home to high-quality, independent F&B concepts, with an entrance from the world-renowned Carnaby Street. It is also bounded by Kingly Street, an evolving dining hub which has recently bolstered its evening offer, adding The Little Violet Door and an upsized unit for pub and cocktail bar, Two Floors. The debut of Goldies will complement the likes of Darjeeling Express, Donia, and Liu Xiaomian within Kingly Court, bringing a distinctly Western European flavour to the dining hub, with a menu catering to Soho's community of shoppers, tourists, workers, and residents.

Michelle McGrath, Executive Director at Shaftesbury Capital, commented: "The Alary brothers are innovative and high-quality operators, and Goldies is an exciting new concept, bringing some of London's best food to Kingly Court in Soho. The signing will occupy a key strategic corner of Kingly Court, signalling our ambition to create London's iconic foodie destination, accompanied by other world class premium operators such as Donia and Darjeeling Express."

Maxime and Yannis Alary, Co-Founders of Goldies, added: "The West End is one of the most recognised locations in the world, one we have learned a huge amount about since starting our journey here a decade ago. Shaftesbury Capital's Kingly Court has seen the success of so many independent concepts since its inception, and we are determined to be part of its story. We will deliver a carefully curated, high-quality, and fresh experience to the destination, one that we know will be appreciated by a wide-spread variety of visitors. Goldies at Kingly Court will set itself as the place to be, and we look forward to our future in this iconic location."

Alongside recent additions to Kingly Court, Shaftesbury Capital has also evolved the F&B offer on neighbouring Kingly Street, having introduced **The Counter** and **The Little Violet Door** in the last month, alongside the upsized of pub and cocktail bar, **Two Floors**.

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For further information, please contact Daniel Bleach or Alice Bingley: carnabyandsoho@averpr.com

Notes to Editors

About Shaftesbury Capital PLC

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, valued at £4.8 billion, extends to 2.9 million square feet of lettable space across the most vibrant areas of London's West End. With a diverse mix of restaurants, cafés, bars, shops,



residential 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 and the Johannesburg Stock Exchange.
www.shaftesburycapital.com

Our purpose

Our purpose is investing to create thriving destinations in London's West End where people enjoy visiting, working and living.

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.

Carnaby.co.uk / @CarnabyLondon

ThisisSoho.co.uk / @ThisisSoho

Founders Bios

Yannis Alary

After graduating from catering school in 2004 in Normandy, Yannis moved to Spain. There, he began working at Casanis restaurant, an authentic French bistro in the old town of Marbella, for 2 years. He then moved to Dublin and worked for Ely wine bar, winner of 2007 wine awards of the year. In January 2008 he moved to New York City and worked for Provence restaurant, a traditional French Brasserie in Soho, and then at 10 Bells organic wine bar.

Having perfected his English and learnt a great deal regarding service in the highly competitive US market, Yannis moved to the UK in 2009. He joined Dehesa, a successful Spanish & Italian tapas restaurant, in Soho and was quickly promoted to general manager. This progression allowed him to acquire excellent staff management, financial and restaurant operational skills. In 2013 he opened Blanchette Soho, a successful restaurant in Central London.

Maxime Alary

After passing his exams in Normandy, Maxime moved to Ireland to work at the luxury Morrison hotel in Dublin. He then moved to Paris to work at Hotel Costes, the unique luxury hotel, affording him to learn excellent customer service skills. He moved to the UK to work at Asia de Cuba, a Central London restaurant serving Asian and South American fusion food. In 2010 Maxime joined Zuma, overseeing a very successful and busy Japanese restaurant with, on average 500 covers a day.

He moved to set up Massimo - a new Italian restaurant in the Corinthia Hotel - where he was responsible for the recruitment of all new staff and the general delivery of the concept.

Max founded Blanchette with Yannis in 2013 but his passion for food 'blossomed' in 2019 when he assumed control of the kitchen at Blanchette. His dedication and culinary expertise bore fruit in 2021 when Blanchette was honoured with the prestigious recognition of 2 AA rosettes.