

P R E S S R E L E A S E

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For immediate release

**SHELLEY SANDZER SECURES DEBUT EUROPEAN SITE FOR
OLD CHANG KEE**

Leading specialist UK leisure property agency, Shelley Sandzer, has secured a debut European site for established Singaporean snack, food and beverage chain, Old Chang Kee, at 15A New Row in Covent Garden, London.

The brand, synonymous with curry puffs, will open a 300 sq ft ground-floor outlet later this year, offering fast casual dining. Designed by Q&A Interior Designers and DP Architects London, the interior will be inspired by a typical Singaporean kopitiam – an old-style Asian coffee shop – and feature displays of old Singaporean paraphernalia storytelling the heritage of the brand’s food.

Singaporean curry puffs were originally invented by Hainanese chefs working for the British during Singapore’s colonial era. The chefs took traditional British pasties and injected them with local flavour and spice, inventing what would become an iconic street food classic that marries two of Britain’s favourite foods: curry and pastry. Alongside their signature puffs, the brand will offer a selection of Singaporean favourites such as Singapore chicken curry, laksa, and nasi lemak as well as finger food.

Established in 1956, the brand now has 78 Old Chang Kee quick service outlets and six outlets for their sister brand, Curry Times, in Singapore, as well as a presence in Malaysia, Indonesia and Australia. This new London flagship will be their debut European location.

Commenting on the deal, Tony Levine, leasing agent at Shelley Sandzer, said: “We are delighted to be a key part of Old Chang Kee’s expansion in the West and look

forward to continue building a strong relationship as the brand grows within the UK. London boasts an eclectic mix of cuisines, and we are currently seeing a wave of successful far Eastern operators make their debut in the capital city. Old Chang Kee will benefit from London's increasing popularity for East Asian flavours and booming quick service market. The famous brand also brings with it a strong reputation in Southeast Asia, providing them with a ready base of loyal expats, students and tourists."

Sandra Leong, Director of Old Chang Kee UK, added: "Our curry puffs have a rich heritage as early 'fusion food', and we are thrilled to bring them back to Britain along with the very best of our snacks and meals. Last year, we hosted a weekend pop-up in Kentish Town to whet Londoner's appetites and we sold out in four hours each day. It was such an exciting introduction to one of Europe's most popular cities, and we knew we had to find the perfect location for a permanent restaurant. Shelley Sandzer firmly delivered on our brief by securing the perfect site, and we can't wait to launch our London flagship later this year."

This signing follows Shelley Sandzer's involvement in a high-profile deal for two Michelin star Hong Kong restaurant, Duddell's, who made their UK debut at St Thomas' Church, London Bridge, in November of last year.

Shelley Sandzer is a leading and dynamic agency, specialising in the restaurant and leisure property sector. The company provides considered and valued advice to many of the UK's most highly regarded restaurant brands, centres, developments high streets and landlords, via a lateral thinking team with an unparalleled knowledge and understanding of the leisure business. Shelley Sandzer is also known for the key role it plays in launching new entrants and unique concepts to the market, such as Duddell's, Honey & Smoke and Frame.

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