

**P R E S S   R E L E A S E**

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**For immediate release**

**SHELLEY SANDZER SECURES DEBUT SITE FOR UGLY DUMPLINGS**

Leading specialist UK leisure property agency, Shelley Sandzer, has secured a debut restaurant for Ugly Dumplings at 1 Newburgh Street.

Covering 700 sq ft, the new concept dining offer will be split over two levels, taking the former site of Pitt Cue. Contemporary dumpling specialists, The Ugly Dumplings, regularly trade at markets across London including Spitalfields Market and Startisans in Covent Garden. A new collaboration with investment partner Philipp Chaykin will evolve the brand from street food operator to a new concept restaurant offering a new menu, featuring a brunch offer and a global twist on dumpling recipes. This will be the brand's first site and is set to open in the Summer.

With Chinese Malaysian heritage, founder of The Ugly Dumplings, Ping Wong, combines traditional Asian home-recipes with western ingredients. The bold fusion of these flavours creates a unique combination of artisan dumplings that have proven to be popular across the capital. Prior to starting The Ugly Dumplings in December 2015, Ping gained work experience at Michelin star restaurant, Le Manoir aux Quat Saisons, in Oxfordshire, as well as working at street food markets in Camden Lock and Dinerama in Shoreditch.

Commenting on the debut site, Amy Counsell, leasing agent at Shelley Sandzer, said: "We are thrilled to secure the first site for Ugly Dumplings in the UK, and assist in the next stage of their growth. Breaking the mould in the London dumpling market, the team have taken an innovative approach to their new restaurant and we are certain they will continue their success in Carnaby."

Philipp Chaykin at Ugly Dumplings, added: "Shelley Sandzer have been fantastic

agents and succeeded in finding us the perfect location; we are very excited to open our first concept restaurant in Carnaby, in the heart of central London. With high profile openings for Din Tai Fung and The Dumpling Shack on the horizon, 2017 is set to be the year of the dumpling. However, we are proud to debut this unique concept with a place of its own in the market.”

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 Sushisamba, Patty & Bun, Duck & Waffle, Honey & Smoke and most recently, Xtend Barre and Ole & Steen.

Shelley Sandzer acted for The Ugly Dumplings.

## **Ends**

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## **Carnaby**

Carnaby is in the heart of London’s West End, two minutes away from Oxford Circus and Piccadilly Circus. Carnaby has become the dining destination of choice for the West End and is renowned for its exceptional mix of over 60 independent restaurants, new dining concepts and cafés.

Website: [Carnaby.co.uk](http://Carnaby.co.uk)

Social handle: @CarnabyLondon