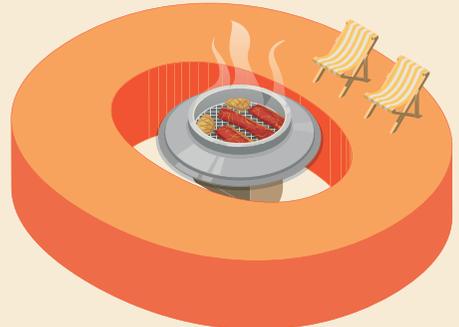
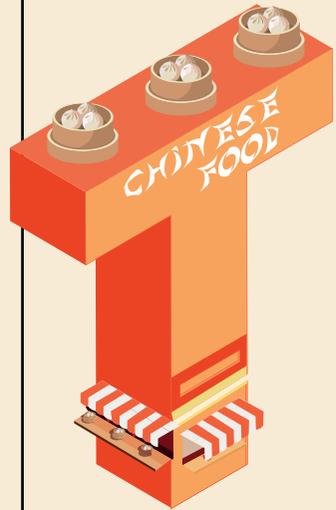


Deliciously  
Diverse



Shaftesbury



# Chinatown London

A world class destination for discovering regional Chinese cuisine and Pan-Asian concepts

Centrally located in the heart of London's West End, Chinatown London boasts over 150 restaurants, shops, bars and cafés.

The area has a long-standing history of being a cultural home-from-home for London's Chinese community. From its early beginnings as a hub of Cantonese eateries, it has gradually evolved with growing trends across Asia. It now showcases an exceptional collection of regional speciality restaurants, Asian dessert bars, Oriental supermarkets and entertainment activities, attracting both Londoners and tourists alike.

With an equally thriving day and night time economy, Chinatown London benefits from 15 hours of footfall every day, making it one of the most visited destinations in London.



“ We are excited to have opened our first permanent location in the UK. Chinatown London offers the very best of Chinese food and drink in London, which made it the obvious choice for the beginning of our brand's expansion.

Pokai Wang of YiFang

# In the heart of the West End

Chinatown London inspires discovery



**15 hrs**  
of footfall  
everyday



**28** film  
premieres hosted  
in Leicester  
Square in 2019



**23,000**  
seating capacity  
in nearby theatres



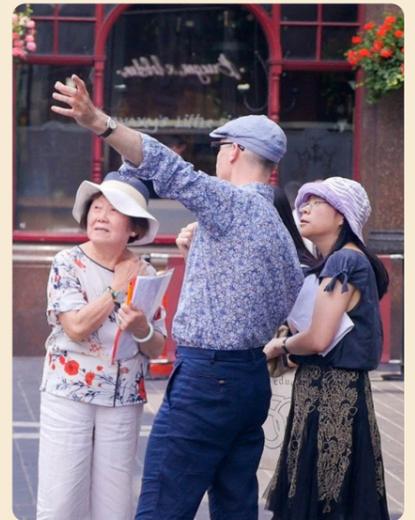
**Over 150**  
restaurants, shops,  
bars and cafés



**298,000**  
sq ft  
of shopping and  
dining in the heart  
of London



**No.1**  
Chinatown  
in Europe



**8.2m**  
annual visitors  
to Theatreland



**28** theatres,  
cinemas, karaoke  
bars, casinos and  
attractions locally





? **Did you know?** Chinatown is one of London's most photographed destinations. On Instagram alone this year, it has been tagged in over 50,000 images, many of which feature visitor's favourite brands in front of the iconic Chinatown gate.

# Connectivity

Nestled in the heart of London's most vibrant neighbourhoods



**136m**  
annual station  
footfall within a  
ten minute walk



**Over 50**  
hotels within 5  
minute walk



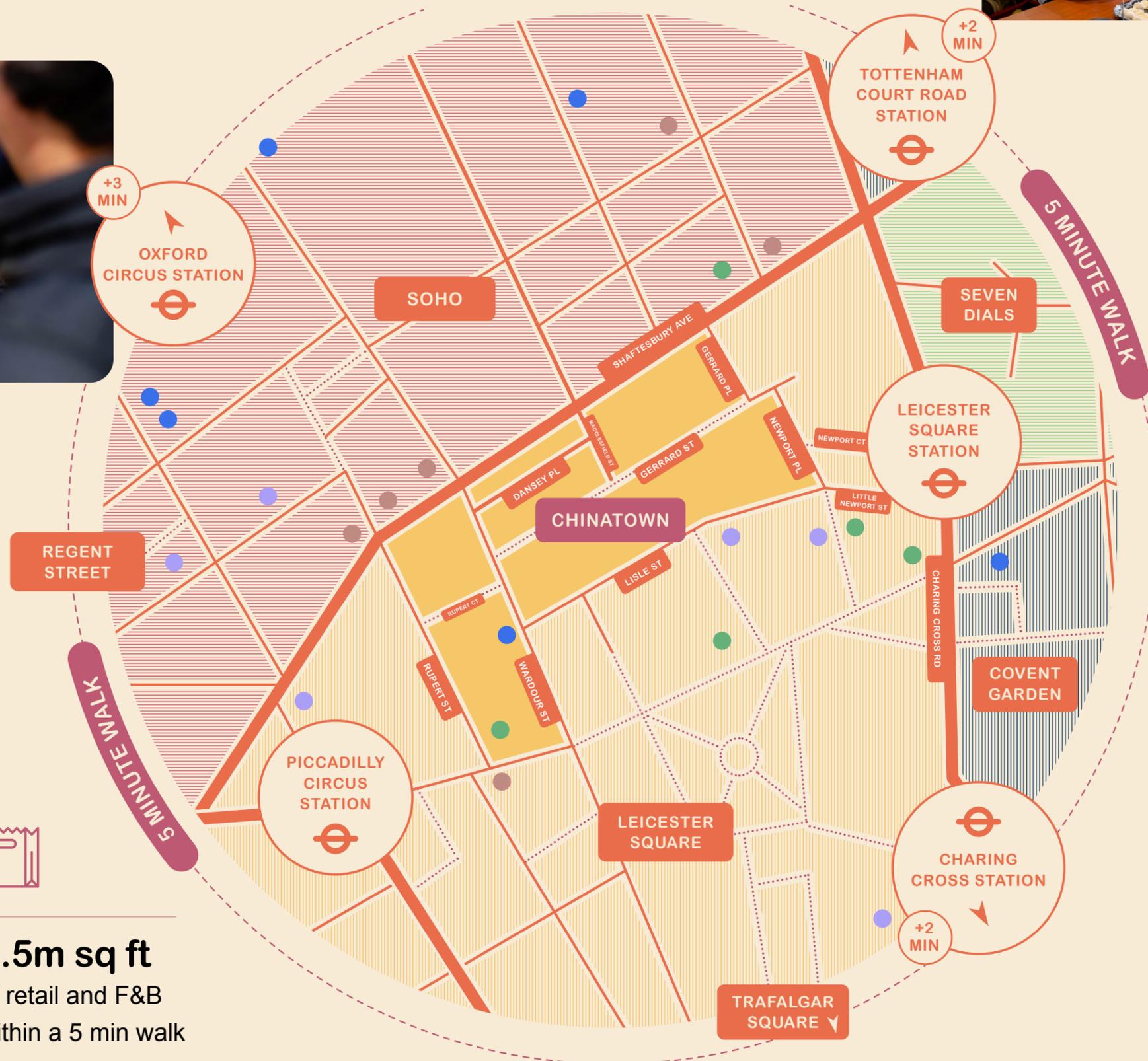
**200m**  
visitors to West  
End annually



**10m**  
sq ft of offices in the  
surrounding areas,  
serving 86,000 workers



**2.5m sq ft**  
of retail and F&B  
within a 5 min walk



- Theatres
- Cinemas
- Casinos
- Karaoke Bar

# Consumer profile

A mix of tradition and modernism that appeals to a broad audience



Visitors include Chinese students and expats looking for a taste of home, Londoners exploring new cuisines and the latest food trends, Instagrammers seeking social media moments, gamers who want to plug in online, night owls who enjoy Chinatown through to 3am, and tourists looking to experience one of the best Chinatowns in the world.



**100,000 +**

Chinese students currently studying in the UK



**13**

universities within 1 mile



**86,000**

office workers & residents within a 5 min walk



**5,330 sq ft**

gaming space in Wanyoo with 10 million global members



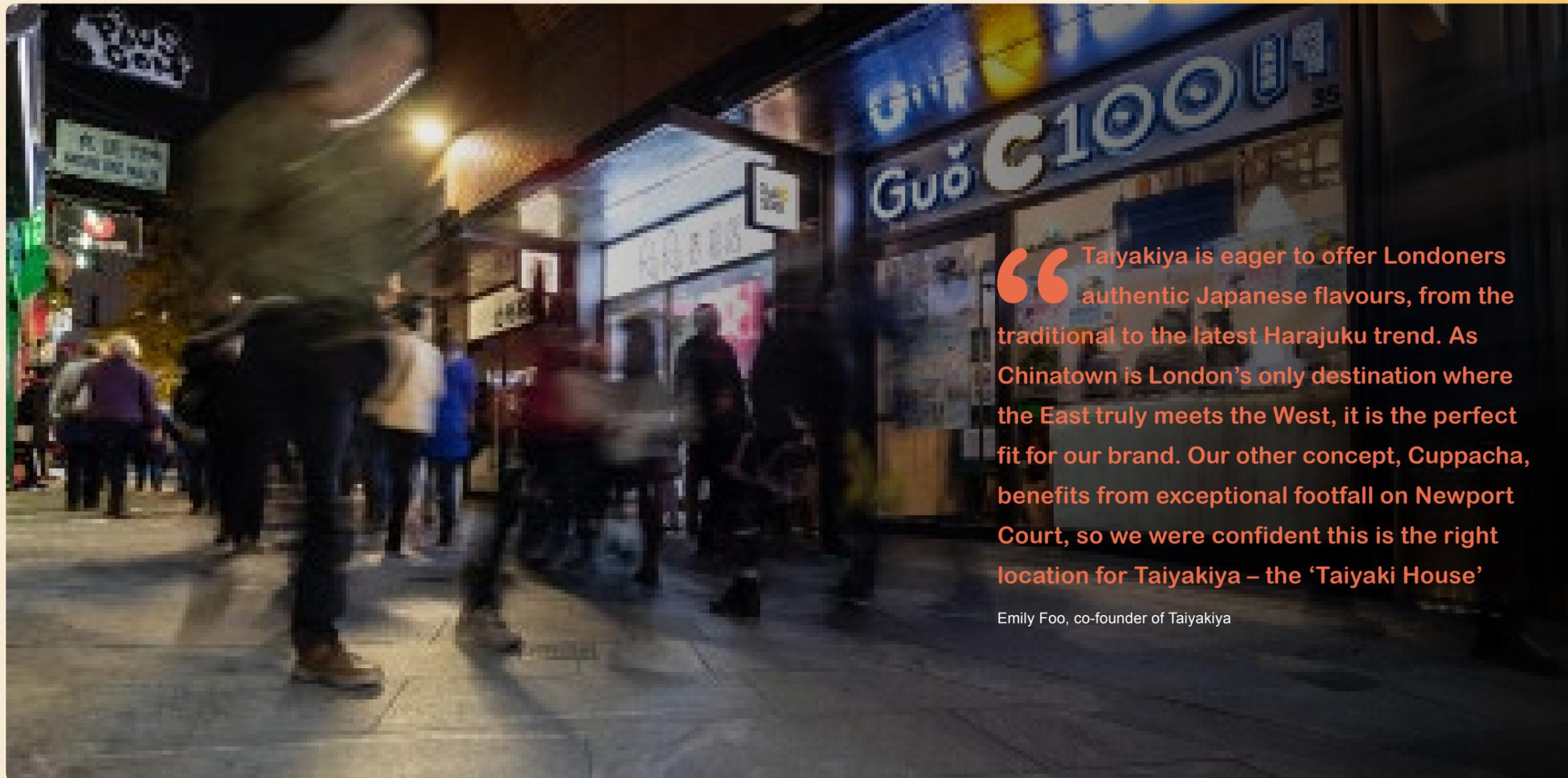
**£13.2bn**

spent by overseas visitors to London annually



**18.8m**

overseas visitors to London annually



“Taiyakiya is eager to offer Londoners authentic Japanese flavours, from the traditional to the latest Harajuku trend. As Chinatown is London’s only destination where the East truly meets the West, it is the perfect fit for our brand. Our other concept, Cuppacha, benefits from exceptional footfall on Newport Court, so we were confident this is the right location for Taiyakiya – the ‘Taiyaki House’

Emily Foo, co-founder of Taiyakiya



**Did you know?** Chinatown’s diverse consumer profile also includes famous celebrities, including South Korean football star Son Heung-Min and K-pop superstars BTS.

# The Chinatown mix

Over 15 operators have chosen Chinatown London for their UK or European debut, to create a new flagship or to launch a new concept



Bun House



Dumplings' Legend

café TPT

ORIENT  
London

## Tradition is our foundation

Chinatown London is built on Far Eastern history and steeped in Cantonese heritage. It features many independent and family-owned businesses, from Dumplings Legend serving iconic dim sum central to the Cantonese culture, to C&R Cafe where you can sample the most authentic Malaysian laksa, according to The Guardian food critic Jay Rayner.



Dumplings' Legend

## Showcasing Chinese regional cuisine

Offering a vast array of gastronomic delights from award-winning Sichuanese restaurant JinLi, who opened their second restaurant within Chinatown London, to Hong Kong-inspired restaurant and bar, Bun House. Chinatown London boasts the largest collection of regional speciality dishes in the capital, inspiring many tasty discoveries.



## Pan-Asian Cuisines and Concepts

The Chinatown London offer is immense, and whilst regionally extensive, it also includes a choice of many Pan-Asian operators. Korean barbecue restaurant, Olle, serves the punchy flavours of Korea with an authentic menu, whilst ICHIBUNS offers Japanese Hokkaido-inspired cuisine and custom cocktails until midnight within a diner setting.

ICHIBUNS  
イチブンス

Rasa Sayang

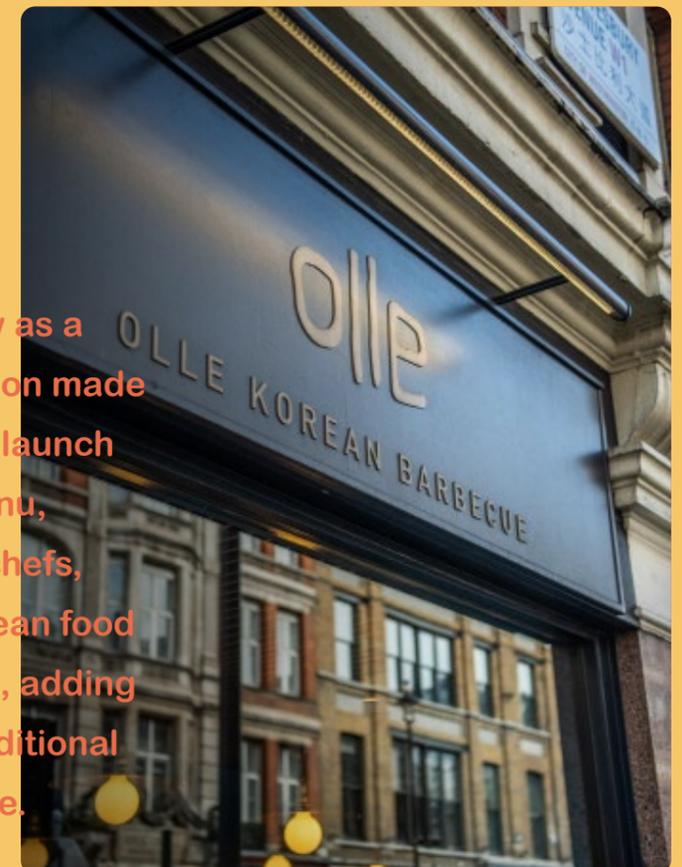
olle

XU TEAHOUSE  
& RESTAURANT

VIETFOOD

“Chinatown London’s draw as a world-class food destination made it the ideal place for us to launch our new concept. Our menu, devised by Korean head chefs, offers truly authentic Korean food in a contemporary setting, adding a modern touch to the traditional Korean cuisine experience.”

Charles Seo, Founder's of Olle



# The Chinatown mix



## Dessert Bars and Sweet Treats

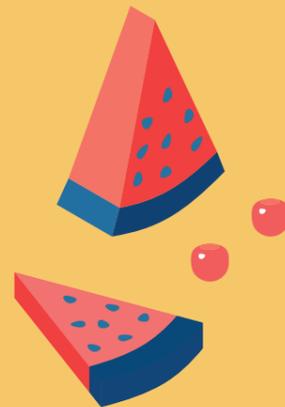
Chinatown London is dishing up dessert success following huge demand for Far Eastern sweet treats, recent openings include Filipino ice cream concept Mamasons, French-Japanese fusion patisserie Kova, and a European debut for Taiwanese brand Meet Fresh.

Newport Court is fast becoming known as 'dessert bar alley', an Instagram heaven for the social media generation.



“Filipino cuisine is synonymous with a tradition of creating and serving food with great love, and as a London born Filipino, I wanted to bring this experience to the capital. This world-famous destination is the perfect location for us.”

Omar Shah, co-founder of Mamasons Dirty Ice Cream



## Groceries and retail

Looking for jackfruit, durian or chayote, then look no further. Originally only available in Chinatown supermarkets, visitors are increasingly seeking authentic ingredients from their travels, as recreating recipes becomes more popular and much easier thanks to many more specialist world supermarkets, grocers and retailers providing Far Eastern ingredients.



New Loon Moon Supermarket

LUCKY FOODS



Did you know? SeeWoo was the first retailer to import pak choy into the UK

## Entertainment, gaming & leisure operators

Indulge your senses, Chinatown London is a place for nights out to remember. From secret cocktail bars such as Opium or The Experimental Cocktail Club, bespoke drinks at Viet Food, Karaoke at JinLi, or a private gaming session with friends at Wanyoo, visitors to Chinatown London are spoiled for choice late into the night.



House of Spells

OPIUM

R A Z E R

Experimental Cocktail Club



Did you know? Ex-Hakkasan, Michelin-starred chef, Jeff Tan, has based Viet Food on using traditional ingredients in unusual and unexpected ways. The restaurant features a bar on the third floor that creates bespoke cocktails.

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? **Did you know?** On average, an operator sells over 600 bubble teas a day in Chinatown.

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# A cultural home from home

One of Chinatown London's most defining characteristics is that it is a place of community. For over 40 years, it has been a hub of support for Chinese people in London through the Chinese Community Centre, as well as a place of celebration of culture through the China Exchange.

Chinatown London's strong sense of community is a key driver to the destination's consistent high level of footfall, and as such, unaffected by seasonality.



“晚上在中国城漫步的时候，抬头看见挂在街道上的灯笼，然后再望进餐厅的橱窗，看到一桌桌的人围在一起吃饭，给我很温暖的感觉。”

Philip, Student, Imperial College

A highlight in Chinatown's calendar are the Chinese New Year celebrations, which are the largest celebrations outside of China. Attracting more than 200,000 people from across the UK and worldwide, the event is one of the most popular events in London's calendar. The event footprint extends across the West End with Chinatown London at the heart of the celebrations.



Follow us at:  
Chinatown London  
伦敦中国城



Asia's largest social gaming internet café, Wanyoo opened the first European eSports studio in Chinatown London and hosts regular gaming tournaments. It was chosen as the venue for four leading Chinese PUBG teams to train ahead of the FACEIT Global Summit 2019.



# A leading destination

Enabling brands to launch and grow



“ We are delivering a refined and modernised Sichuanese dining experience, without losing the essence that has been enjoyed by

generations after generations. With its reputation as London’s leading destination for East Asian cuisine, we couldn’t think of a better place to launch our second London restaurant and to offer such dishes.

Yifei Liu, founder of JinLi

## JinLi

JinLi is a star of Chinatown London, demonstrating the demand for high quality, authentic Chinese food in the destination. The inaugural Sichuanese restaurant on Leicester Street was opened in 2015, and has gone onto huge success, being named best Chinese restaurant in England at the 2018 Golden Chopsticks Awards. In 2019, JinLi opened a second eatery – at Newport Place, part of the Central Cross development – which was nominated for the award its sister restaurant won within months of launching. As one of the first two restaurants to sign at Central Cross, Shaftesbury is delighted to support the multiple award winning brand with their plans to redefine the Sichuan culinary landscape in London.



## WANYOO

In January 2019, Central Cross, Shaftesbury’s 48,000 sq ft development within Chinatown London, became the first European home for eSports giant Wanyoo. The online gaming café is a unique immersive cyber experience set over two floors and covering 5,330 sq ft, featuring 88 gaming systems across numerous platforms with the most popular titles, all available from 9am to 10pm daily. Set to be the largest eSports studio in the UK, and part of an industry worth nearly £1bn, Wanyoo already has more than 500 dedicated gamers visiting each day, and it was through first-hand viewing of a café in China that Shaftesbury saw the popularity and passion for this brand of community gaming. Further growth is very much on the agenda for Wanyoo, with Central Cross the base for expansion in the UK and Europe, as they look to add to their 1,100 cyber cafés across the world.

“ Bringing this concept to the UK gaming community is an exciting step for Wanyoo Café and we couldn’t think of a better location than Central Cross in London’s thriving West End with the iconic Chinatown London to the west. Zhaorong Chen, Director at Wanyoo UK





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? Did you know? Chinatown London's Weibo account has over 100,000 followers

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? Did you know? If you stack up all the dumplings Dumplings' Legend make in one day, it would be as tall as the Shard!

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# Supporting Chinatown London

## from estate management to marketing initiatives

Shaftesbury has a dedicated Estate team offering tenant and facilities management support. The whole team are based in Chinatown and are your first point of contact in the event of any matters requiring attention. This can include assistance on matters concerning Council departments, the Police, and local waste collection where our village liaison manager brings over 20 years of experience.

With an involvement in Chinatown stretching over 30 years, Shaftesbury has a unique experience in introducing Asian brands into the UK and can call on a wider team of professional consultants who are able to guide and support operators when fitting out and opening new sites.

Another significant factor that differentiates Shaftesbury from other landlords, is the marketing and PR support provided to tenants to promote the destination as a whole. For Chinatown London, this means there are a team of experts covering consumer PR, trade PR, Western marketing and Chinese marketing. Working together, this team create campaigns and promotional activities that cater to both Chinatown's English speaking and Chinese speaking audiences.

To see for yourself, follow us on our different social media channels. You can find us at:

Follow us at: [Chinatown London](#) | [伦敦中国城](#)



Over 180,000 followers across Chinatown London's social channels



### CONTEMPLATE:

Working with the China Exchange and supported by Ching He Huang, British Chinese food writer and TV Chef, Shaftesbury launched CONTEMPLATE, a free art exhibition in Chinatown London celebrating Asian ingredients, created by **young fine art photographer, Marcella Chan**. Other aspects of the campaign included creating recipe cards, vox pops, feature videos, recipe videos, giveaway competitions and influencer/KOL tours, which featured many of Chinatown's tenants to promote their name to consumers and press.

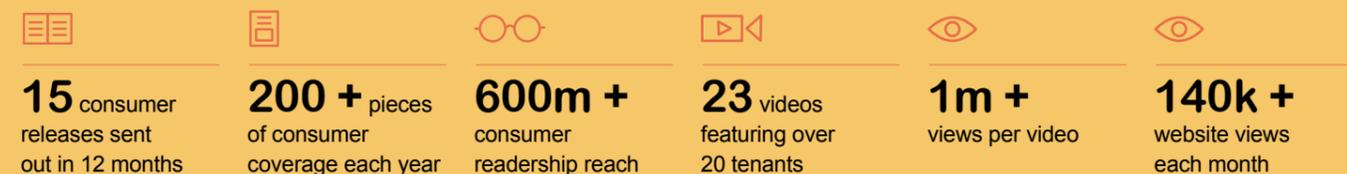


### National Dumplings Day:

To celebrate National Dumpling Day, Shaftesbury united Chinatown operators by handing out over 2000 free dumplings. The response on the day was staggering with queues wrapping around the streets. They also coordinated a one month residency with **Australian MasterChef finalist, Brendan Pang** - aka the 'Dumpling Whisperer', at Dumplings' Legend.

**?** Did you know?

During National Dumpling Day, one dumpling was given away every 1.5 seconds.





Follow us at: Chinatown London | 伦敦中国城



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# Shaftesbury

