

PRESS RELEASE

COVENT GARDEN PARTNERS WITH CLERKENWELL BOY TO LAUNCH THE GOOD FOOD CLUB, FEATURING EXCLUSIVE CHARITY DESSERTS AND A SUMMER FOOD FESTIVAL



11th July 2022

- *Covent Garden has **partnered with** multi award-winning food influencer **Clerkenwell Boy** to launch the **Covent Garden Good Food Club** - a celebration of the best restaurants in the area*
- ***Clerkenwell Boy** has collaborated with five leading restaurants across the estate on a selection of charity desserts available from 15th July, with a donation from each going to **Crisis UK***
- *To celebrate the partnership, **the Covent Garden Good Food Festival will launch** and run from **Friday 15th July until Sunday 31st July** serving a selection of the best street food to visitors*
- ***Clerkenwell Boy** has also created a series of guides to the best dining spots in the area - based on his most common Insta-requests for recommendations*
- ***The Good Food Club** will also welcome back **Covent Garden's** much-loved **Ice Cream Festival** running from **19th August - 4th September***

This summer, Covent Garden has partnered with the UK's most influential Instagram foodie [Clerkenwell Boy](#) to launch the **Covent Garden Good Food Club**, a celebration of the array of independent and global restaurants across the central London estate. As part of this, the estate will launch the first **Good Food Festival** from 15th -31st July serving the very best street food to visitors. Clerkenwell Boy has also collaborated with some of the estate's most loved restaurants on a series of desserts which provide a donation to Crisis UK for the duration of the campaign. He will also be authoring a series of guides featuring his hand-picked favourite dining and drinking spots for every occasion based on the daily requests he receives on Instagram.

Influential photographer, journalist and foodie with over 300k Instagram followers, Clerkenwell Boy has also collaborated with some of Covent Garden's most popular restaurants to create a series of charity

desserts, all with a donation to Crisis UK. These handpicked desserts include **SUSHISAMBA's** Yuzu and coconut tart; **Frenchie's** Banoffee dessert; **VyTA's** Reworked Cheesecake with Raspberry Marmalade; **Floral by Lima's** Alfajores, a traditional Peruvian shortbread with dulce de leche and coffee mousse; and **Santa Nata's** box of four Pastéis de Nata. All desserts will be available for six weeks, with a minimum of a £1 donation straight to Crisis which works to reduce homelessness in the UK.

Clerkenwell Boy commented:

"I'm super excited to be partnering with Covent Garden to celebrate the launch of the Covent Garden Good Food Club and Covent Garden Good Food Festival as well as raising funds for Crisis UK through our charity dessert campaign. Covent Garden is one of the best places to drink and dine in London, I love the diversity of restaurants, bars and bakeries. I have also pulled together a helpful foodie guide that highlights my top recommendations for Breakfast & Brunch, Afternoon Tea, Family Friendly and Dog Friendly places, Hidden Bars, Alfresco Dining, Decadent Dining and the perfect places for a Date Night. These are some of the most common requests I get each week. Sweet Treats from Santa Nata, Blondies Kitchen and Venchi are also on the list of course. Enjoy!"

The area's first **Covent Garden Good Food Festival** will run from Friday 15th July until Sunday 31st July and will serve an array of foodie delights from some of the UK's best street food suppliers. The two-week festival will launch on the East Piazza with suppliers including **Harissa & Lemon**, serving Moroccan food made from locally sourced ingredients; **Little Pasta Company**, serving artisan hand-rolled pasta dishes from its 1979 Citroen H van; **Smoky Gaucho**, bringing delicious Brazilian BBQ to visitors; **Almada Bakery** bringing a taste of Portugal to Covent Garden with Pamphilo, pastel de Nata, Bolo and other desserts; **Pabellon**, which will serve Venezuelan street food to visitors and **Double Dutch** will offer bespoke cocktails from Bloody Marys to Chilli Margarita Spritzes. Throughout the festival the street food menus will continue to change with some dishes being decided by the public via Instagram polls.

The series of guides created by Clerkenwell Boy spotlight his favourite spots in Covent Garden for dining, drinking and more. These guides have been created based on the most frequent daily Instagram DMs he receives requesting recommendations on where to dine for brunch, decadent dining options, date nights, family-friendly places, hidden bars, al fresco, dog friendly or for a sweet dessert. Particular highlights include his picks of hidden bars including Covent Garden's **Cache Cache**, **El Ta'koy**, **Eve Bar**, **Mrs Riot**, **The Lost Alpaca** and **Side Hustle** at **The NoMad**. All of the guides can be viewed on the Covent Garden website: [Coventgarden.london/the-good-food-club](https://coventgarden.london/the-good-food-club)

The Covent Garden Good Food Club will continue throughout the year including the return of the area's much-loved **Ice Cream Festival** which will run from **19th August until 4th September**. It will feature Piazza pop-ups and restaurants serving classic and innovative takes on ice cream for visitors across the August Bank Holiday. The Club will also continue to host further innovative and exciting foodie experiences throughout the Autumn and festive season.

For visitors looking to dine outdoors, Covent Garden's bars and restaurants continue to offer the perfect al fresco options, with over 1,000 outdoor dining seats across 55 restaurants. Global and independent restaurants offering both outdoor and indoor drinking and dining options also include **The Oystermen**, **La Goccia**, **Frenchie**, **Cora Pearl**, **3 Henrietta**, **Balthazar**, **Ave Mario** and more.

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For further information on new openings, experiences, shopping and dining visit Coventgarden.london

-Ends-

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Notes to editors:

Clerkenwell Boy's Favourite Picks in Covent Garden

Afternoon Tea:

- Ladurée
- Mariage Frères
- The Petersham
- The Ivy Market Grill

Breakfast / Brunch:

- Avobar
- Buns and Buns
- Chez Antoinette
- The Ivy Market Grill
- Lily's Café

Date Night:

- Ave Mario
- Da Henrietta
- La Goccia
- Oystermen
- SUSHISAMBA
- The NoMad

Decadent Dining:

- Cora Pearl
- Frenchie
- Frog by Adam Handling
- Pivot by Mark Greenaway
- The Petersham

Family Friendly:

- Din Tai Fung
- Flat Iron

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- Floral by LIMA
- Sticks n Sushi
- Tuttons

Hidden Bars:

- Cache Cache
- El Ta'koy
- Eve Bar
- Mrs Riot
- The Lost Alpaca
- Side Hustle at The NoMad

Al Fresco Spots:

- The Ivy Market Grill
- La Goccia
- Ladurée
- Oystermen
- The Petersham
- SUSHISAMBA
- VyTA

Dog Friendly:

- Ave Mario
- Chestnut Bakery
- Cora Pearl
- Floral by LIMA
- Shake Shack
- Sticks n Sushi

Something Sweet:

- Blondies Kitchen
- Chestnut Bakery
- Floozie Cookies
- Ladurée
- Santa Nata
- Venchi Chocolate & Gelato Covent Garden

For all media enquiries, requests for interviews or images, please contact:

Capco Covent Garden

Catherine Riccomini

Tel: +44 (0)20 7395 5499 / Catherine@capitalandcounties.com

Mission

Covent Garden Press Office: +44 (0)20 7845 7800 / capco@thisismission.com

Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Tudor and Peloton. www.coventgarden.london

Capital & Counties Properties PLC (“Capco”)

Capital & Counties Properties PLC is one of the largest listed property investment companies in central London and is a constituent of the FTSE-250 Index. Capco's landmark estate at Covent Garden was valued at £1.7 billion (as of 31st December 2021) where its ownership comprises over 1.1 million square feet of lettable space. As of the date hereof, Capco owns a 25.2 per cent shareholding in Shaftesbury PLC. Capco shares are listed on the London Stock Exchange and the Johannesburg Stock Exchange. www.capitalandcounties.com

Clerkenwell Boy:

Clerkenwell Boy is a multi-award winning food influencer, photographer, travel journalist, food and drinks judge, brand and restaurant consultant and charity campaigner. Having won the Observer Food Monthly Award for Best Instagram for Food Lovers, he went on to set up the global charity initiative Cook For Syria, which raised over £1 million for charity and was recognised for the Best Ethical Food Project. Known as “London’s Foodie Superhero” - Clerkenwell Boy’s recent project Cook For Ukraine has already raised over £2 million for charity and has recently won The Champions of Change Award from The Worlds 50 Best Restaurant awards. Jamie Oliver claims to “watch his pictures with total jealousy every week” and Nigella Lawson claims Clerkenwell Boy’s Instagram is “essential,” “He always seems to know about places even before they open.”