

THE SOHO LIST

LIVE WORK PLAY



Illustration by Daniel Morgenstern

THIS SEASON'S SPOTLIGHTS

B BAGEL BAKERY BAR

B is winding the clock back to a time when the smell of freshly baked bread wafted at you from every London café – a time before most foods turned into heavily branded, factory-made products with elaborate packaging and laundry lists of E-numbers. Them good old days, you know. Drawing on 30 years of experience in bagel-baking, we bring you the traditional family recipes we have perfected at home – using only the finest ingredients, without any additives whatsoever. All baked, prepared and presented in store. Welcome back to a better time.

www.bbagnet.co.uk

54 Wardour St, Soho, London W1D 4JF

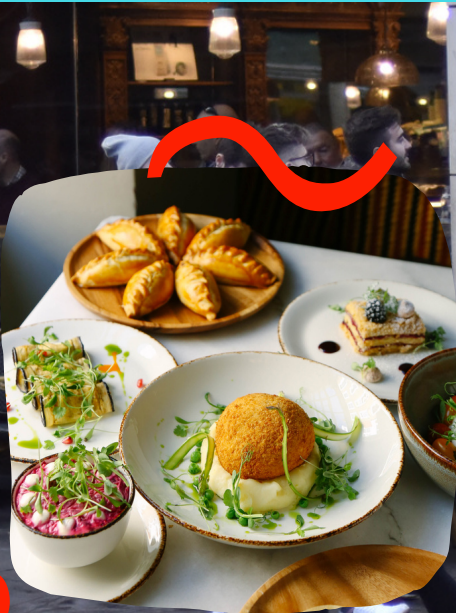
ZIMA

Zima brings Russian cuisine straight into the heart of Soho offering novel takes on traditional dishes. Our team, headed by award-winning chef Alexei Zimin, creates a new menu every season getting inspiration in flavour and culture from the adventures and travelling across all regions of Russia. In order to bring true Russian flavours we run our own bakery where you can find the chefs preparing our signature pelmeni, pirozhki baked buns and desserts while in our picklery we ferment seasonal vegetables, fruits, and drinks. One of our favourites is Nastoykas – a selection of in-house vodka infusions based on a variety of fruits and berries. Indulge into homemade food and nastoykas in the cultural three-storey townhouse with curated Russian art collection representing folk-art through to Russian avant-garde and contemporary art.

www.zima.restaurant

0207 49 49 111

45 Frith Street, Soho, London. W1D 4SD



AMATHUS SOHO

Established in 1978, Amathus Drinks Plc is a family owned drinks importer, distributor and specialist retailer. Our mission is simple: to provide first class products and services to our customers in the on-trade, specialist retail and direct to consumers. All our staff are highly trained in wine and spirits and happy to use their expertise to advise and assist you. Services include exclusive events, masterclasses, free local delivery and a click and collect option via our revamped website to enhance your shopping experience. For the on-trade, our purchasing and account teams enjoy excellent and long-standing relationships with Michelin-starred restaurants, five-star hotels, select city bars and clubs and country gastropubs. We are also now supplying increasing numbers of independent retail outlets with our growing wine collection and renowned spirits brands.

www.amathusdrinks.com

020 7287 5769

113-117 Wardour St, Soho, London W1F 0UN



MY PLACE SOHO

My Place is an all-day coffee and dining spot in the heart of Soho frequented by the locals and loved by lifestyle bloggers and travellers. Known for brilliant coffee, breakfast & brunch done right, vibrant evenings and a well made espresso martini. Weather you visit for an expert cup of coffee and pastries or a relaxed dinner with a pick from a well rounded, modern brassiere style menu and a glass of wine, My Place Soho hits all the right spots and makes people feel completely at home. This is a place where the barista knows your name and remembers your favourite dish.

www.myplacesoho.com

020 3417 2829

21 Berwick St, Soho, London W1F 0PZ





Food & Drink

- **AMATHUS**

113-117 Wardour St, Soho, W1F 0UN
www.amathusdrinks.com

- **AQUA KYOTO**

Entrance 30 Argyll St, W1F 7EB
www.aquakyo.co.uk

- **BAGEL BAKERY BAR**

54 Wardour St, Soho, London W1D 4JF
www.bbagnet.co.uk

- **CHOTTO MATTO**

11-13 Friith St, Soho, London W1D 4RB
www.chotto-matte.com

- **CROSTOWN DOUGHNUTS**

4 Broadwick St, Soho, London W1F 0DA
www.crostowndoughnuts.com

- **EXPERIMENTAL COCKTAIL CLUB**

13a Gerrard St, West End, London W1D 5PS
www.chinatowneccc.com

- **MY PLACE SOHO**

21 Berwick St, Soho, London W1F 0PZ
www.myplacesoho.com

- **PASTAIO**

19 Ganton St, Soho, London W1F 9BN
www.pastaio.co.uk

- **PIZZA PILGRIMS**

11 Dean St, Soho, London W1D 3RP
www.pizzapilgrims.co.uk

- **ROBATA**

56 Old Compton St, Soho, London W1D 4UE
www.robata.co.uk

- **ZEBRANO**

18 Greek St, Soho, London W1D 4DS
www.zebranolondon.com

- **ZIMA**

45 Frith Street, Soho, London, W1D 4SD
www.zima.restaurant

- **YMING**

35-36 Greek St, Soho, London W1D 5DL
www.yming.co.uk

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Media & Digital Services

- **FAST TRACK BRANDING**

www.trast-track-branding.com

- **GREENGAGE**

www.greengagedigital.com



Fashion & Retail

- **DUKE'S CUPBOARD**

14 Ingestre Pl, Soho, London W1F 0JQ
www.dukescupboard.com

- **GLASSWORKS**

2 Great Marlborough St, Soho, W1F 7HQ
www.glassworkslondon.com

- **MARK POWELL BESPOKE**

2 Marshall Street, Soho, London, W1F 9BA
www.markpowellbespoke.co.uk

- **MISAN FABRICS**

4 Berwick St, Soho, London W1F 0DR
www.misan.co.uk

- **NICO DIDONNA**

29 Great Windmill St, Soho, London W1D 7LN
www.nicodidonna.com

- **POAN**

37 Soho Square, Soho, London W1D 3QZ
www.poan.com

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The Soho List

Whether you're a startup just getting going on a fantastic idea or a long standing business with years under your belt, gaining that vital public awareness you need to thrive is no easy feat. The business landscape has changed out of all recognition since the advent of the digital age so coming up with novel ways of finding customers has never been more important. One method which has stood the test of time however is the directory listing. From hospitality to high street services - add your business to The Soho List for just **£40 per quarter or £70 a year**.



Entertainment

- **BALLIE BALLERSON**

53-54 Berwick Street, London W1F 8SP
www.ballieballerson.com

- **CURZON SOHO**

99 Shaftesbury Ave, Soho, London W1D 5DY
www.curzoncinemas.com

- **RONNIE SCOTT'S**

47 Frith St, Soho, London W1D 4HT
www.ronniescotts.co.uk

- **SOHO RADIO**

33 Broadwick Street Soho, London, W1D 0DQ, UK
www.sohoradiolondon.com

- **SOHO THEATRE**

21 Dean St, Soho, London W1D 3NE
www.sohotheatre.com

- **THE PIANO BAR SOHO**

16 Carlisle St, Soho, London W1D 3BT
www.pianobarsoho.com



Beauty & Wellness

- **LONDON CLINIC OF HYPNOTHERAPY**

www.londonclinicofhypnototherapy.com

- **MARSHALL STREET LEISURE CENTRE**

15 Marshall St, Soho, London W1F 7EL
www.everyoneactive.com

- **OLIVER STEPHENS**

2 D'Arbly St, Soho, London W1F 8DQ
www.oliverstephens.com

- **SOHO FITNESS LAB**

9-12 St Anne's Ct, Soho, London W1F 0BB
www.fitnesslab.fit

- **THE LONDON SALON, SOHO**

5 Carlisle St, Soho, London W1D 3BJ
www.thesohosalon.com

- **THE WACKY BARBER**

9-12 St Anne's Ct, Soho, London W1F 0B
www.wackysoho.co.uk

- **WE ARE CUTS**

41 Frith St, Soho, London W1D 5LW
www.wearecuts.com



Community

- **THE SOHO SOCIETY**

www.thesohosociety.org.uk

- **Museum of Soho**

www.mosoho.org.uk

- **My Soho Times**

www.mysohotimes.co.uk

- **WESTMINSTER RECYCLING**

www.westminster.gov.uk/recycling-and-rubbish

- **WESTEND COMMUNITY TRUST**

www.sohocaf.org.uk