

# HotBox London Embarks on Expansion into Covent Garden and Soho

*HotBox London, the esteemed smokehouse proudly announces its aim for strategic growth into Covent Garden and Soho*

LONDON, UNITED KINGDOM , April 1, 2024  
/EINPresswire.com/ --

This initiative is part of HotBox London's broader ambition to redefine the capital's barbecue scene through its offering of smoked meats, eclectic sides, and signature cocktails.

Following a funding round in March 2024, led by financier Adhum Carter Wolde-Lule, who acquired the business in 2022, HotBox London now boasts a valuation of £7 million. This capital injection is designated for significant expansion and innovation, responding to the untapped demand for high-quality, flavourful barbecue within the city.



Hotbox London

[HotBox London's](#) growth strategy extends beyond these iconic sites, with aspirations to establish more venues throughout London and major UK cities, capitalising on the burgeoning market for authentic barbecue cuisine.

HotBox London distinguishes itself in a saturated market with its prime positions within Market Halls Oxford Circus and London Victoria, a robust online presence, and numerous accolades, including being lauded as the Best BBQ Restaurant in London by Wanderlog and the Best Brisket in London by LondonScout.

Renowned for its dynamic marketing initiatives and strategic collaborations, including partnerships with celebrities such as David Beckham, HotBox London continues to elevate its standing among barbecue enthusiasts and foodies alike.

As HotBox London ventures into this expansion, it remains devoted to its foundational principles of quality, creativity, and community, promising to persist in delivering memorable dining experiences that celebrate the rich diversity of London's culinary culture.

For further details about HotBox London and its expansion plans, please contact:  
hello@hotboxlondon.com

#### About HotBox London

HotBox London sprang from a deep-seated passion for authentic barbecue cuisine and London's vibrant food culture. With a dedication to excellence, innovation, and community engagement, HotBox has swiftly ascended as a culinary institution, acclaimed for its exceptional smoked meats, innovative side dishes, and animated dining atmosphere.

Media Contact Ana Lucia

Address: 191 Victoria Street, SW1e 5NE



We remain devoted to our principles of quality, creativity, and community, promising to deliver memorable dining experiences celebrating the rich diversity of London's culinary culture."

*Ana Lucia*

Ana Lucia

Hotbox London

hello@hotboxlondon.com



Authentic Barbecue Cuisine

Email: hello@hotboxlondon.com

Website: hotboxlondon.com

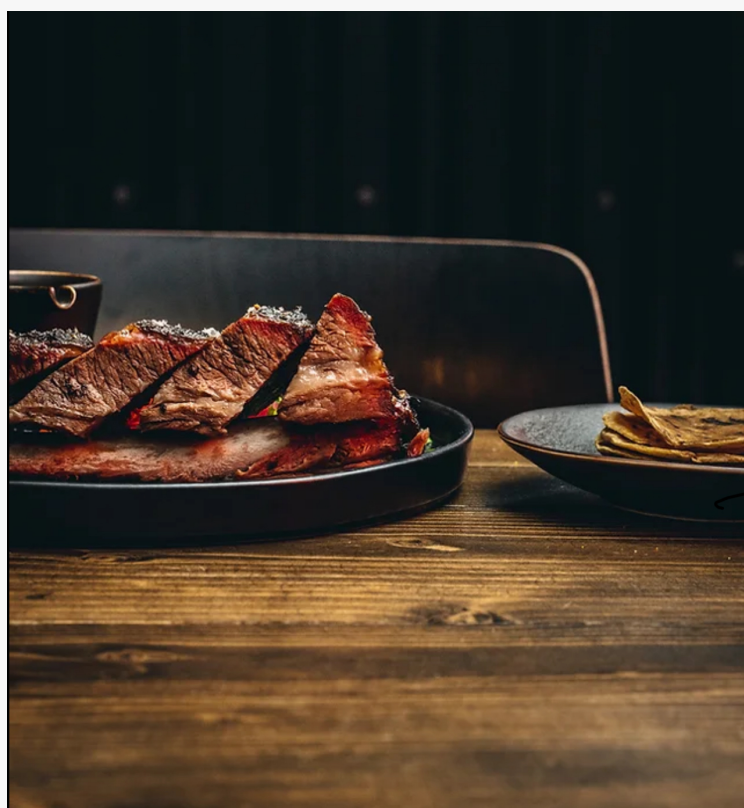
Social Media Profiles:

LinkedIn: <https://www.linkedin.com/company/hotbox-london/>

Facebook: <https://www.facebook.com/HotBoxLDN>

Instagram:

<https://www.instagram.com/hotboxldn?igsh=MWxINmt3cnMzbWduMw==>



Exceptional Smoked Meats

---

This press release can be viewed online at: <https://www.einpresswire.com/article/699785463>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.