

Happiness: London's New Destination for Matcha Lovers Now Open

Happiness, a new matcha bar in the heart of London, will officially open its doors this week, offering Londoners a bold new destination for Matcha.

LONDON, LONDON, UNITED KINGDOM, September 1, 2025 /EINPresswire.com/ -- London, UK Soho is about to get happier. [Happiness](#), a new matcha bar in the heart of London, will officially open its doors this week, offering Londoners a bold new destination for calm energy, vibrant drinks, and a touch of rebellion.

To mark the grand opening, Happiness is teaming up with [Finelinehearts Club](#) to offer guests something unforgettable: anyone who purchases a Matcha Bar drink during opening weekend will receive a free tattoo — making Happiness the only place in London where you can sip ceremonial-grade matcha and leave with ink.

"We wanted to create more than just another café," said [Callum Best](#), founder of Happiness. "Soho has always been a hub of creativity and culture, and Happiness is designed to reflect that energy — bringing people together over matcha while celebrating individuality and self-expression."

The menu features ceremonial-grade Japanese matcha, lattes, seasonal specials, and wellness-focused bites. The interior is designed as a modern sanctuary in the bustle of Soho, blending minimalist aesthetics with a vibrant, welcoming atmosphere.

About Happiness:

Happiness is a modern matcha bar rooted in wellness, creativity, and culture. Based in London's Soho, it offers a fresh take on tea culture with premium Japanese matcha and community-driven experiences.

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