

**P R E S S   R E L E A S E**

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**For immediate release**

**SHELLEY SANDZER SECURES PORTOBELLO ROAD SITE FOR  
GINSTITUTE AND GIN TONICA RESTAURANT**

Leading specialist UK leisure property agency, Shelley Sandzer, has secured a site on behalf of the restaurant and bar company Leelex Ltd. co-founded by Ged Feltham. The unique 5,970 sq ft location at 186 Portobello Road will be transformed to include three separate elements; a distillery, pub and restaurant, split over basement, ground floor and first floor levels. It is due to open in November 2016.

The 1,309 sq ft basement will be home to Ginstitute, the gin tasting and creation bar where customers can learn the history of the spirit as well as produce their own unique bottle of gin. The brand's own Portobello Road Gin will also be produced on-site using a specially installed 400-litre still. The 1,713 sq ft ground floor will be turned into a pub called the Resting Room featuring spirits stored in barrels above the bar. Finally, the first floor will be home to a new restaurant concept named Gin Tonica, a Basque-inspired tapas restaurant based on the success of the Leelex-owned Pintura in Leeds.

Commenting on the deal, Leo Feldman at Shelley Sandzer, said: "This beautiful landmark site, full of character, will make an excellent home for Portobello Road Gin and its associated concepts. We are delighted to have been able to secure this prime central London location for our client."

Ged Feltham, CEO of Leelex Ltd., added: "Our heritage has played an important factor in the success of the brand and it was incredibly important for us to secure this site in Notting Hill. Shelley Sandzer were exceptional in helping us to achieve this. They acted with confidence and a great understanding of our brief and we believe that we can create something very special for London here."

The deal strengthens Shelley Sandzer's track record in the Notting Hill area, following the site secured for ramen restaurant brand Tonkotsu in December 2015. The brand has since continued their expansion plans in the capital, opening another London restaurant at St. James' Market.

Shelley Sandzer is a leading and dynamic agency, specialising in the restaurant and leisure property sector. The company provides considered and valued advice to many of the UK's most highly regarded restaurant brands, centres, developments and high streets, via a lateral thinking team with an unparalleled knowledge and understanding of the leisure business. Shelley Sandzer is also known for the key role it plays in launching new entrants and unique concepts to the market, such as Patty&Bun, Portland restaurant and most recently, Blixen, Piquet and Maple and Fitz.

Shelley Sandzer acted on behalf of Leelex Ltd. in the deal.

**Ends**

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