

# RUBIX ROUND UP

FREE CHAMPAGNE  
AT THE BEST STEAKHOUSE IN  
LONDON.

WHAT'S ON  
THIS MONTH

THE PERFECT  
DAY IN  
NOTTING HILL

N E W S L E T T E R

ISSUE 02, 1ST NOVEMBER 2025

RUBIX

# Inside

## 3 THE PERFECT DAY IN NOTTING HILL

A tourist in your own country? Or do you have some friends visiting who love Julia Roberts? Either way, it is renowned for a reason, and by following this guide, you can have the best day out.

## 4 A SMASHING REVIEW

We look at some of the best smash burgers in London, providing an honest review and perhaps a take on the economy.

## 6 FEATURE SPACE

Every month we feature an office space worth the commute. This November, 15 Basinghall Street.

## 7 COMING UP THIS MONTH

What's new, now and worth knowing in London. Rubix is tracking the best new food spots, live music and pop-up events for you to explore this month.

## 8 MONTHLY COLLABS

Exclusive Offers and Discounts from Rubix.

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# THE PERFECT DAY IN NOTTING HILL



**Morning:** Start at Layla Bakery with a cardamom bun or croissant and a flat white. It is cosy, neighbourhood-driven and the perfect fuel for the day ahead.

**Mid-morning:** Stroll along Portobello Road, taking in the market's antiques, vintage fashion and colourful side streets.

**Lunch:** Settle in at Gold Notting Hill, known for its wood-fired Mediterranean dishes, fresh seasonal plates and relaxed neighbourhood atmosphere.



**Afternoon:** Step into Holland Park's Kyoto Garden for some peace and quiet among waterfalls and koi ponds, or join a pottery workshop at Bisque & Brush to get hands-on and creative. If you prefer to stay outdoors, hire an e-bike and explore the garden squares.

**Evening:** Enjoy dinner at Zephyr, a modern Greek restaurant with great cocktails, then end the night with a film at the iconic Electric Cinema, one of London's oldest picture houses with plush armchairs and an old school feel.

# YET ANOTHER SMASH BURGER IN LONDON? GROUND BREAKING.

**SMALL INDULGENCES: WHAT DUMBO, CRUNCH AND JUNK TELL US ABOUT THE TIMES.  
FOOD AS RECESSION INDICATORS, PLUS WHICH ONE YOU SHOULD TRY - LET'S TALK ABOUT IT.**

Across media channels, indicators of recessions, the cost-of-living crisis, and the housing crisis are thoroughly documented, discussed, and dissected. This extends beyond monetary markers to include culture, like the lipstick theory, the idea that when economic downturns hit, big spending slows but sales of lipstick rise. A phenomenon where women partake in small indulgences to offset other cutbacks. The same logic applies to fashion, with hemlines rising and falling with economic tides. With the opening of Dumbo, the viral Paris sensation, and the growing conversation of “how many pizza and smash burger venues can one city take?” from the likes of London on the Inside.

It is worth considering whether the rise of trending foods like hot dogs, pizza joints, and fancy cookie shops is less about a lack of culinary creativity and more a reflection of the market itself. These food trends might just be our modern-day lipstick theory in action, small, affordable luxuries thriving in a climate where big-ticket dining is under pressure. In saying all this, we visited the newest burger places popping up around London to see if these trends are worth the hype. Here's what we thought.

## Crunch

Okay, granted, this smash burger was more like a smash sandwich, with two ground patties wedged between their signature bread however, it's still getting a review.

The flavours were exactly what you'd expect, and, funnily enough, the real highlight was the bread itself; soft, slightly oily, and with a subtle hint of garlic. Our biggest regret, we didn't spring for the lasange bites thinking about the rest of the work day ahead. Despite this consideration, at 3pm the team was in desperate need of some resting and digesting so - consider this your warning. We would definitely recommend it, and don't be put off by the queue. The team moves fast, and the assembly line runs like a well-oiled machine.

## Bleecker Burger

Maybe it doesn't help the “London is overrun” argument but just down the road from Crunch sits Bleecker Burger.

SMALL,  
PLEASURES IN  
UNCERTAIN  
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COURSE DINNERS



Still, with our office only a street away, we're not about to complain. Bleecker leans more traditional and less smash (and yes, they did DM us to confirm that they were "all about the thicker juicy patty these days"). However, we did appreciate being asked whether we wanted it medium or well done – and it was perfectly done. That said, the patty could have used a hit of salt and pepper. Overall, we did thoroughly enjoy this and you can never really go wrong with cheese and bacon.

## Junk Smashburger

Travelling further down the road we visited an OG. With two locations Soho and Marylebone this is perhaps one of the most well known. Partnering with their next door neighbour puffy's cookies, Junk keep it easy. A minimal menu, with your options ranging from small, medium to large. And your add ons being crispy onions or jalapenos. On a whole we don't feel a particular way about this. Would we like bacon, yes. Do we understand that that's not a traditional smash burger choice, yes. But a place that only sells one thing, that's a lot of practice makes perfect, operating indeed from a less is more perspective. This was delicious, traditional. No notes.

Again the menu keeps it simple: a cheeseburger, a plant-based "earth" burger, fries, and chicken nuggets. The cheeseburger at Dumbo is a standout. The patties are cooked to achieve a crisp, caramelised exterior, delivering a satisfying crunch with each bite. The combination of beef, melted cheese, and pickle creates a balanced bite with the fries perfectly complementing the burger. With a golden crunch and just the right amount of seasoning. If you can be bothered with the journey out to Shoreditch this is our favourite. Dumbo delivers on every level: perfectly flavoured patties double-stacked, crisply salted fries, and quick service.

So yes, maybe this trend says something about the collective need for small, pleasures and has us all ditching the four course dinners. But it also says this: sometimes, good food is just good food, and maybe there's something in following a crowd.



## Dumbo

Dumbo, the Parisian smashburger hit, has crossed the Channel to Shoreditch, bringing its minimalist approach and cult following to London.

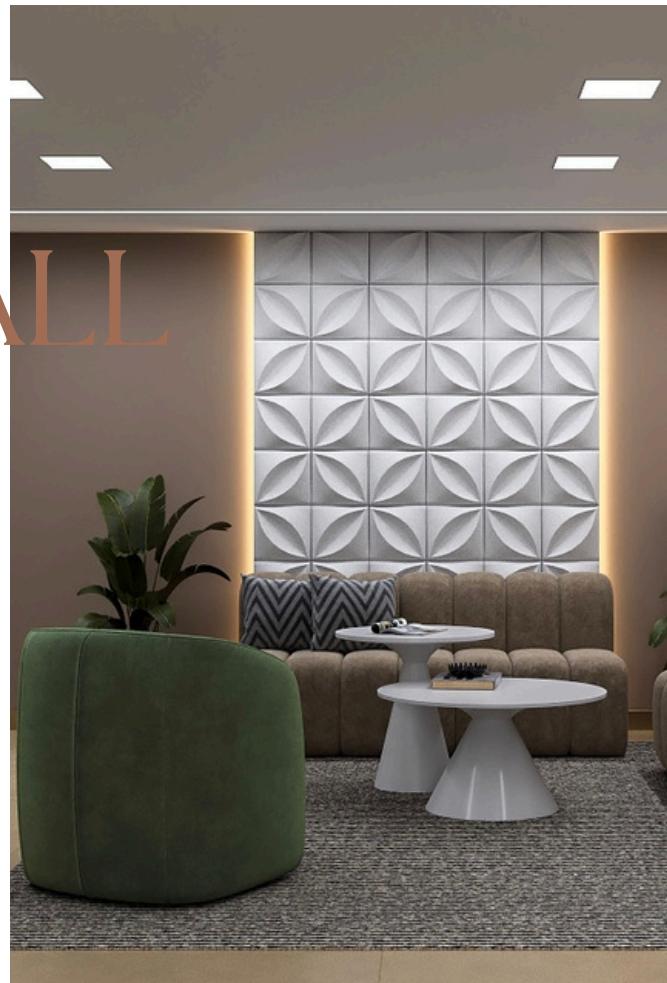
# FEATURE SPACE

## 15 BASINGHALL

Just a stone's throw from Holborn Station, this fully fitted and recently refurbished floor offers a seamless blend of historic character and modern design. Set on a prominent corner in London's Bloomsbury Quarter, the space fits a team of 20.



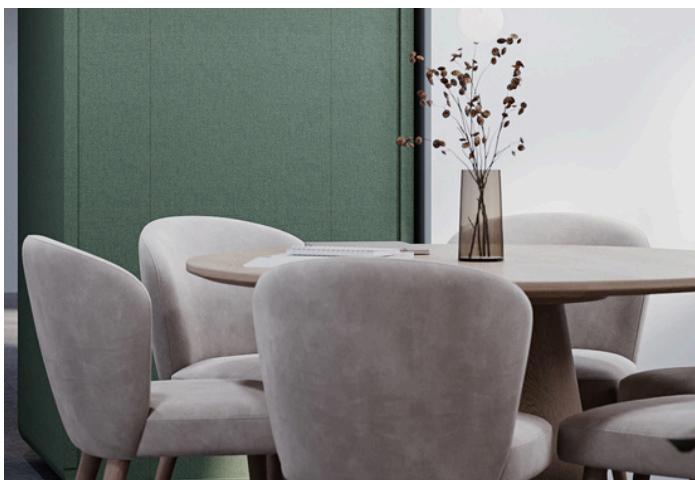
Start with a pre-work session at Third Space Moorgate, grab coffee from Rosslyn on your way in, and then settle into your prime city space to get some work done. Break for some protein at Hawksmoor Guildhall, then wrap the day with drinks at The Ned, all just steps from your desk.



3 min walk - Bank  
4 min walk - Moorgate  
8 min walk - St Pauls



1 min walk - Hawksmoor  
2 min walk - City Arts Bar  
6 min walk - Manicomio  
6 min walk - The Ned



# NEW AND UPCOMING THIS MONTH



BONFIRE NIGHT

# November

November is about cosy nights, festive beginnings, cultural highlights and exciting new openings. The month is packed with opportunities to explore, enjoy and make the most of every moment before the holiday rush truly begins.

- 1 **London Jazz Festival 14th-23rd**  
Catch world-class jazz at venues across the city: from large halls to intimate jazz clubs. Ronnie Scott's is our personal favourite.
- 2 **Paddington the Musical 1st**  
The much-loved Paddington Bear makes his West End debut at the Savoy Theatre in Paddington The Musical. Family-friendly fun and a fresh stage take on Michael Bond's classic.
- 3 **Bonfire Night 5th**  
London lights up each year to mark Guy Fawkes Night with spectacular firework displays and glowing bonfires. Wrap up warm, grab a mulled cider and enjoy the city's autumn tradition.
- 4 **Pitchfork Music Festival 4th-8th**  
A multi-venue contemporary music festival, ideal if you want indie, electronic or boundary-pushing sounds.
- 5 **Corenucopia**  
Clare Smyth, the acclaimed chef behind Core by Clare Smyth, which holds three Michelin stars, is set to debut her latest venture Corenucopia, opening soon in Chelsea.

# MONTHLY COLLABS

We've partnered with some of London's favourite spots to bring you exclusive offers and insider perks. Simply enter the code RUBIX in notes when booking.



## MARIA G'S FULHAM

Maria G's is a stylish riverside brasserie offering a relaxed yet refined dining experience. With chic interiors, red leather seating, and a riverside terrace, it's the perfect spot for a leisurely lunch or a Christmas dinner in Fulham. You can now book directly through OpenTable, and with a new menu launching this week, it's the perfect time to visit. Enjoy 10% off when booking with code RUBIX.



## KROKODILOS

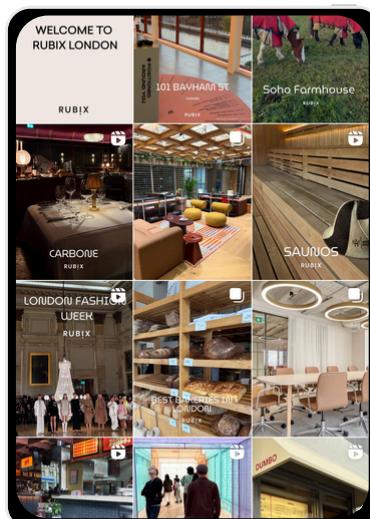
Nestled on Kensington High Street, Krokodilos brings a playful Greek spirit to West London dining. Expect fresh Mediterranean plates, thoughtful cocktails, and an easy-going atmosphere that works just as well for Christmas events as it does for after-work dining. When booking, simply write Rubix in the 'special requests' box to receive complimentary bubbles for tables of up to four guests.



## GOODMAN CITY

A London staple for those who take their steak seriously. Interiors that nod to classic New York dining rooms and a menu built around prime cuts dry-aged on site. This venue is perfect for a business lunch designed to impress or for leisurely evenings spent with loved ones. When booking, simply write Rubix in the 'special requests' box to receive complimentary bubbles for your table of up to four guests.

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Valid only in the month of November.