# Westminster council raids West End sweet shop over magic mushroom cookies and counterfeit goods



A sweet shop at the heart of London's bustling West End has come under scrutiny after it was discovered selling cookies infused with magic mushrooms. The shop, now known as 'Londenero'—formerly Gummylicious—was raided by the Metropolitan Police after a tourist complained about being charged an eye-watering £899 for just two bags of sweets. This incident prompted a broader inspection, unveiling serious breaches of regulatory compliance and consumer safety.

Investigators from Westminster City Council found an array of illegal products within the shop, including magic mushroom cookies labelled as 'Magic Dragon' and 'Game Over.' The raid, conducted in response to the exorbitant charges, revealed the pervasive issue of overpricing and the sale of unsafe goods that plague many candy and souvenir shops along famous Oxford Street. Notably, unlicensed CBD products such as 'Hashish' and 'White Widow' were also seized from a neighbouring shop themed around the Harry Potter brand.

The operation was not merely an isolated incident; it represented one of the largest raids on Oxford Street's candy stores to date. A concealed chamber was discovered behind a false wall in the basement, facilitating the escape of two employees during the police operation. Bodycam footage captured a store impressively stocked with counterfeited goods, which were estimated to hold a street value of around £80,000. In total, over 3,000 items were confiscated, including not just magic mushroom cookies but also an assortment of American snacks, cigarettes, vapes, and other products that violated UK safety regulations.

The council's Senior Environmental Health Officer, Matthew Nelson, cited alarming deficiencies in product labelling, especially concerning non-English translations that could pose health risks to consumers, particularly those with allergies or specific dietary needs. Nelson revealed that many products did not disclose their origins, raising significant red flags about transparency and consumer rights. After failing to produce English-translated labels, Londenero was ordered to pay a hefty sum to the council for the costs incurred during the proceedings.

Westminster City Council has been intensifying efforts to crack down on rogue traders, noting a marked decline in the number of mixed candy and souvenir shops—from 40 to just 18 since the pandemic. The persistent problem of overcharging and the sale of unsafe products have prompted significant actions, with the council claiming that they have recovered over £1 million worth of counterfeit goods in the last two years alone. Councillor Adam Hug remarked, “We have known for a long time that US candy stores rip off customers," and stressed that continued enforcement will keep problematic businesses in check.

This regulatory scrutiny comes at a time when the sweet shop industry in the area is undergoing substantial transformation, emphasising the need for ethical practices and consumer protection. The council's latest raids signal a commitment to ensuring a safer shopping environment for both locals and tourists drawn to the West End's vibrant offerings. As the fallout from this particular raid unfolds, it underscores the broader implications for regulatory enforcement and the future of the once-thriving candy shop landscape in central London.

**Reference Map:**

1. Paragraphs 1, 2, 3, 4, 5, 6
2. Paragraphs 2, 3
3. Paragraphs 3
4. Paragraphs 4
5. Paragraphs 4
6. Paragraphs 5, 6, 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14728455/West-End-sweet-shop-magic-mushrooms-tourist.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.washingtonpost.com/world/oxford-street-american-candy-shop-london/2025/05/07/oxford-street-american-candy-shop-london/> - A tourist was charged £899.99 ($1,200) for two packs of sweets at a store on London's Oxford Street, prompting a police raid that uncovered £80,000 ($107,000) worth of suspected fake and unsafe goods. The store, selling American candy, was found to have overcharged customers and sold products with additives banned in the UK. During the raid, two sales assistants fled through a hidden panel in the basement, leading to the discovery of a secret room stocked with illegal goods and an escape route to the street. The incident highlights ongoing issues with overcharging and the sale of unsafe products in Oxford Street's candy and souvenir shops. ([washingtonpost.com](https://www.washingtonpost.com/world/2025/05/07/oxford-street-american-candy-shop-london/?utm_source=openai))
3. <https://www.standard.co.uk/news/crime/oxford-street-american-candy-shops-london-shopping-takis-lucky-charms-cheetos-uk-b1186383.html> - Following a raid on an American-style candy store on Oxford Street, Westminster City Council's Environmental Health team seized over 600 items, including Lucky Charms, Takis, and Cheetos. These products were found to contain ingredients banned in the UK. The seized goods, valued at more than £2,800, were sent for incineration. This action is part of a broader effort to address the sale of illegal and unsafe products in London's candy shops. ([standard.co.uk](https://www.standard.co.uk/news/crime/oxford-street-american-candy-shops-london-shopping-takis-lucky-charms-cheetos-uk-b1186383.html?utm_source=openai))
4. <https://www.westminster.gov.uk/news/reoffending-oxford-street-candy-shop-has-illegal-sweets-cereal-and-crisps-incinerated-after> - Westminster City Council's Environmental Health team seized over 600 items from an Oxford Street candy shop, including American cereals, crisps, and fizzy drinks. These products contained additives, colorings, and e-numbers banned in the UK. The seized goods, valued at £2,852.75, were sent for incineration. This raid is part of ongoing enforcement actions against the sale of illegal goods in London's candy stores. ([westminster.gov.uk](https://www.westminster.gov.uk/news/reoffending-oxford-street-candy-shop-has-illegal-sweets-cereal-and-crisps-incinerated-after?utm_source=openai))
5. <https://www.bbc.com/news/articles/cgey82wggw2o> - Following a Trading Standards raid, more than 600 items for sale at an Oxford Street candy shop were incinerated. The seized products, valued at over £2,800, included American cereals, crisps, and fizzy drinks containing additives and colorings banned in the UK. The business was required to pay for the destruction of the products. This action is part of ongoing efforts to address the sale of illegal goods in London's candy shops. ([bbc.com](https://www.bbc.com/news/articles/cgey82wggw2o?utm_source=openai))
6. <https://www.bbc.com/news/uk-england-london-64826098> - In a series of raids on Oxford Street's sweet and souvenir shops, Westminster Council Trading Standards and Met Police officers seized vapes and fake Apple and Gucci products worth £140,000. In one store, police confiscated 3,000 illegal vapes with excessive nicotine levels. Customers were found to have been grossly overcharged in some of the raided shops. This operation is part of an ongoing crackdown on the sale of counterfeit and unsafe goods in London's shopping district. ([bbc.com](https://www.bbc.com/news/uk-england-london-64826098?utm_source=openai))
7. <https://www.bbc.com/news/uk-england-london-63236472> - Westminster City Council seized more than £200,000 worth of counterfeit goods from sweet and souvenir shops along Oxford Street. The items included fake designer watches, unsafe vapes, children's toys, power banks, and electrical chargers without safety labels. The council is cracking down on 'dodgy sweet shops' that have proliferated in the area, aiming to protect consumers and maintain the reputation of Oxford Street. ([bbc.com](https://www.bbc.com/news/uk-england-london-63236472?utm_source=openai))