



Shwe Taung Group

BreadTalk®

For immediate release

## BreadTalk Partners Shwe Taung Group for Myanmar Market Expansion



BreadTalk new concept store at Vivo City Singapore.

Photo courtesy of BreadTalk Singapore

**Myanmar, 3 May 2016** – BreadTalk Pte. Ltd., a wholly owned subsidiary of BreadTalk Group Limited, and Myanmar Bakery Co., Ltd., a member of the Shwe Taung Group, today signed a franchise agreement to establish the BreadTalk bakery chain in Myanmar. Under the agreement, Myanmar Bakery Co., Ltd. would hold the master franchise to develop and operate the highly popular lifestyle bakery chain in Myanmar.

BreadTalk's chain of boutique bakeries spreads across a network of 16 territories, and it operates close to 800 outlets across key markets such as Singapore, Mainland China, Hong Kong, Indonesia, Thailand and the Middle East. The agreement marks BreadTalk's first entry into Myanmar. The partnership combines the strength of BreadTalk's creative branding and product concept with Myanmar conglomerate Shwe Taung Group's extensive consumer base and business network as well as its expansive real estate footprint in Myanmar.

The first BreadTalk outlet is expected to open in Yangon by early 2017 in one of the shopping centres owned by the Shwe Taung Group. The Shwe Taung Group owns and



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operates the Junction Centre group of shopping centres, comprising four shopping centres in Yangon and one in Naypyitaw. The Shwe Taung Group is also the master developer of Junction City, a world-class integrated development in downtown Yangon comprising an exciting lifestyle shopping centre, a Grade-A office tower and a 5-star luxury hotel in Phase 1 that is scheduled to open in the first quarter of 2017.

“With a growing middle class and rising retail consumption, there are immense growth opportunities for BreadTalk in Myanmar. The Singapore team is working closely with the Shwe Taung Group to understand the Myanmar market and we promise an exciting line up with BreadTalk’s first boutique bakery in Yangon. With the commitment and strengths of our partner, the Shwe Taung Group, we are confident that BreadTalk will introduce a new lifestyle of bread appreciation among the soaring middle class in this emerging market.’ said Mr. Tan Aik Peng, Chief Executive Officer, Bakery Division.

Dr Sandar Htun, Deputy Managing Director, Shwe Taung Group, said: “We are very honoured to have BreadTalk as our partner. BreadTalk is a very well-established brand in Asia and we are excited to be able to bring this iconic bakery to Myanmar. We look forward to working with BreadTalk to establish the brand as the leading bakery chain in Myanmar.”

“This is a significant partnership for the Shwe Taung Group as it is our first food and beverage venture in Myanmar. With the excellent growth potential in Myanmar’s food and beverage sector, we envision ourselves to be a premier food and beverage operator in Myanmar by introducing exciting and trendy concepts in new cafes and restaurants, fast food chains and modern food courts.”

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### **About the BreadTalk Group Limited**

Founded in 2000, BreadTalk Group Limited has rapidly expanded to become a distinctive household brand owner that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. Its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, The Icing Room, Bread Society, RamenPlay, Thye Moh Chan and Carl's Jr. in China. With a global staff strength of 7,000 employees, the Group has a network of close to 1,000 outlets in 16 territories such as China, Singapore, Hong Kong and the Middle East. It also operates more than 20 Din Tai Fung restaurants in Singapore and Thailand, as well as over 60 award-winning Food Republic food atria in China, Singapore, Hong Kong, Malaysia, Taiwan and Thailand.

### **About BreadTalk**

BreadTalk is a distinctive, award-winning Singapore brand that has gained international appeal. It is renowned for the way it has revolutionised the culture of bread consumption with its visually appealing and creative products. BreadTalk has earned both industry and consumer recognition for its brand efforts. Its international brand accolades include its success at the prestigious World Retail Awards in 2014 in Paris; and clinching its first win at London-based World Branding Awards for "Brand of the Year" in the Bakery Category in 2015. Other wins include consecutive accolades in the "Five Star Diamond Brand Award" by the World Brand Laboratory in Shanghai; and it was voted by consumers as their "Top Brand" for Franchise and Bakery categories by the Influential Brands Awards in Singapore from 2013 to 2015.

### **About Shwe Taung Group**

Founded in the 1990s, the Shwe Taung Group's diversified business units spread across a wide range of industries, including real estate, asset management, construction and construction materials, energy and infrastructure, trading, and insurance. It also holds the distributorship rights for BMW vehicles in Myanmar. The Group has an established track record of delivering quality real estate projects in Myanmar. It has developed more than 50 projects over 800 acres of land, including notable projects such as the Crystal Tower, Crystal Residences, Junction Square, Union Business Centre, Union Financial Centre, and the upcoming Junction City in Yangon. The Group adheres strongly to the belief in contributing to society and the environment through its wide-ranging corporate social responsibility programmes in Myanmar, and has been a member of the United Nations Global Compact since 2013.

Shwe Taung Group:

Inspiring Lives through Responsible Investment and Sustainable Development

### **Media Contact**

#### **BreadTalk Private Limited**

Tan Lee See

Email: [leeseet.tan@breadtalk.com](mailto:leeseet.tan@breadtalk.com)

Tel: 62856116 Ext 399

#### **Shwe Taung Group**

Aye Mon Thu

Email: [ccd.stg@shwetaunggroup.com](mailto:ccd.stg@shwetaunggroup.com)

Tel: +95 9 795 919 100