

# Accolades on Food Republic Malaysia

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## BreadTalk group expanding M'sian ops

### Singapore-based group to open second Food Republic

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**KUALA LUMPUR:** Singapore-listed BreadTalk Group Ltd plans to open a second Food Republic quarter and at least five BreadTalk bakery and Toast Box outlets this year to strengthen its foothold in the local food and beverage industry.

Founder and chairman George Quek said the time was right to introduce the Food Republic chain's food atrium dining concept to Malaysia due to the growing appreciation for food in the country.

"As part of our brand's expansion in Malaysia, the second Food Republic atrium would be set up in Klang Valley with an investment of at least RM500k. We will alter the launch of our company's first Food Republic outlet in Malaysia on the identified a location for a food atrium, which is slightly smaller than

the first outlet at Pavilion Kuala Lumpur, but did not elaborate. The company expects its first outlet in Malaysia to replicate the success of the chain in the region once the outlet's promotion programmes begin.

"The food atrium business at Pavilion KL has been brisk since it was opened in November last year," Quek said, adding that the company had invested RM60m in the outlet.

All the stalls at the atrium had been certified halal to meet the needs of the Malaysian market, he said.

"To further expand our bakery business in Malaysia, we are targeting to open more outlets in Penang, Johor and Malacca," Quek said, adding that currently the company had three outlets each for BreadTalk and Toast Box in Malaysia.

BreadTalk and Toast Box in Malaysia, which are part of the company's 73 boutique bakeries in Singapore,



Dr George Quek (right) preparing the signature dish to mark the launch of the Food Republic atrium

and beverage chains, including boutique bakery BreadTalk, Toast Box, Restaurant Du Tai Fung, The Station Kitchen and the J-Co Donuts and Coffee franchise.

Today, BreadTalk Group has 73 boutique bakeries in Singapore,

Malaysia, Hong Kong, Thailand and China as well as 97 franchised bakery outlets in Asia and Middle East.

"We aim to have 100 food atria and 1,000 bakeries worldwide in the next five years," Quek said.

