



Express Food Group

For immediate release: *June 14, 2017*

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Bar B Q Plaza to open its first flagship self-cooking restaurant in AEON mall, Phnom Penh

Thai Bar B Q Plaza is opening its first flagship self-cooking restaurant on June 30, 2017 in Phnom Penh's AEON Mall. Express Food Group (EFG), a sister company of RMA Cambodia, has recently secured the exclusive rights from Thai Food Passion Co. to operate Bar B Q Plaza restaurants in Cambodia.

Mr. Ngorn Saing, Chief Executive Officer of RMA Cambodia, says that "Just like everyone at RMA Cambodia and EFG, I'm very thrilled to unveil Bar B Q Plaza's wonderful grilling experience with high-quality, fresh meat and vegetables to Cambodian consumers. As a pioneer and leading restaurant-franchise operator in the Kingdom of Cambodia since 2004, the addition of Bar B Q Plaza to our growing family of international restaurants will allow us to keep offering higher standard food and greater dining experience."

EFG plans to grow substantially over the next five years with the addition of ten Bar B Q Plaza restaurants in the Kingdom by 2022. The expansion will bring nearly 100 new jobs to the locations in major cities, bringing the distribution workforce to over 1,300.

A self-cooking Mongolian and Japanese style barbeque restaurant, the Bar B Q Plaza AEON mall will offer nutritious food and reasonable price. Through a careful selection, fresh and clean food, pork, chicken, fish, shrimp, vegetable, and the secret sauce recipe of 48 mixed ingredients, makes dining at Bar B Q Plaza enjoyable and mesmerizing. Moreover, to ensure the original taste of Bar B Q Plaza, most of the ingredients and supplies will be coming Food Passion's central kitchen where the food safety and quality are assured. The Gold Pan for both grilling high-quality meat and boiling soup brings the dining experience of sharing happiness among family members.

Bar B Q Plaza Cambodia
Address: Aeon Mall, 2nd Floor
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The restaurant market has continued to grow remarkably. There are at least 2,500 restaurants registered with the Cambodian Commerce Ministry in 2016. This market was valued at US\$400 million.

Bar B Q Plaza

was established in 1987 by Mr. Choopong Choopojcharoen, who applied the long-famous Mongolian and Japanese-style barbecue with his restaurant. Bar B Q Plaza has been ranked the leader in the Thai market for more than 5 years with 133 branches currently operating in Thailand. Bar B Q Plaza also has its presence in Southeast Asia, including 17 in Malaysia and two in Indonesia. Thai Food Passion Co. gears toward expansion in the region at least 30 restaurants by 2020.

EFG

is a pioneer restaurant franchise operator that brings leading international food chain to Cambodia since 2004. Today, EFG employs over 1,200 staff across international brands — The Pizza Company, BBQ Chicken, Swensen's, Costa Coffee, Dairy Queen, and Krispy Kreme.