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RBI appoints Patrick Siewert as senior advisor for APAC region

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Restaurant Brands International (RBI) has appointed Patrick Siewert as its Senior Advisor in the Asia-Pacific region. Siewert has extensive knowledge in food, beverage and consumer products in Asia, having served as Chief Operating Officer and Group President for Coca-Cola in Asia from 2001-2007 and then as Managing Director for the Carlyle Group in Asia from 2007-2023.

In 2017, Siewert led the Carlyle Group's acquisition of 28 per cent of McDonald's China and Hong Kong business and continued as a senior advisor to the McDonald's leadership team in the region as they rapidly increased new restaurant openings and sales in the market.

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RBI had more than 4,500 restaurants in Asia as of December 31, 2023, including more than 2,300 in China. Burger King, Tim Hortons and Popeyes all have restaurants in Asia, with plans to introduce Firehouse Subs in the coming years.