

BreadTalk to set expansion in China through stake acquisition

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Singapore- BreadTalk Group-Pindao Venture (BTG-Pindao) will acquire 90% of diner Song Fa (SF). The deal will transfer the operations and managing of restaurants from Song Fa Subsidiaries Song Yu in Shenzhen and Guangzhou to the new BTG-SF-Pindao joint venture, an announcement revealed.



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"Shenzhen Pindao is hugely successful in guiding their brand towards explosive growth in the last three years," BreadTalk Group CEO Henry Chu said.

The BTG-Pindao has been exploring on leveraging on Pindao's business development and outlet expansion capabilities in South China. Pindao has 70 stores in Shenzhen and over 100 across Shanghai, Beijing, Hangzhou, Nanjing, Wuhan and Chongqing.

Song Fa operates eight outlets in Singapore, four in Jakarta and two more in Shanghai.