

Freddy's Taps Philippines for First Southeast Asia Market Entry

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Freddy's Frozen Custard & Steakburgers, the fast-casual restaurant concept, has signed a five-unit development agreement to bring the brand to the Philippines, marking Freddy's first development agreement in Southeast Asia.

OMG Holdings OPC will lead the expansion, establishing a new foothold for Freddy's as the brand expands its international presence. Through the five-unit agreement, the group will introduce Freddy's signature menu and hospitality-driven experience to consumers in the Philippines, with the first restaurant anticipated to open in 2027.

"Expanding Freddy's into the Philippines is an exciting milestone for our brand and an important step forward in our broader international development strategy," said Andrew Thengvall, Chief Development Officer of Freddy's. "As we look to build our presence across international markets, aligning with experienced operators who understand their local consumers and have a proven track record of growing global brands is essential. We believe OMG Holdings is well positioned to introduce Freddy's to the Philippines and build a strong foundation for the brand in the market."

The Philippines agreement builds on Freddy's growing international presence as the brand continues to pursue strategic development opportunities beyond the United States. With Asia representing an important area of focus heading into 2027, Freddy's is seeking experienced operators that can leverage local market expertise alongside the brand's established operating model to drive long-term growth.