

## BreadTalk to set expansion in China through stake acquisition

04 July 2018 | News

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.



**The tripartite alliance is expected to leverage on Pindao in sourcing strategic locations in Shenzhen and Guangzhou.**

**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.

The tripartite alliance is expected to leverage on Pindao in sourcing strategic locations in Shenzhen and Guangzhou. According to the announcement, this will enable Song Fa to focus on delivering quality Bak Kut Teh cuisine to its consumers in both cities.

“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.