

# Five Guys' Recipe for APAC Success

American burger brand Five Guys is leveraging its success in Hong Kong as a springboard for expansion across the Asia-Pacific region.



“Setting up our regional headquarters in Hong Kong is the perfect choice to support our entire Asia-Pacific operations.”

**Iain Ross-Mackenzie**  
Vice President of Operations – APAC  
Five Guys

Hong Kong, a renowned international culinary hub, is celebrated for its diverse food cultures and offerings that cater to global tastes. Five Guys has made a name for itself with its fresh beef burgers, hand-cut fries, and customisable milkshakes. After debuting in Hong Kong in 2018, the city has served as the brand's regional headquarters. Since then, Five Guys has embarked on a successful journey in the city and has exciting growth plans on the horizon.

## A Hub for Regional Growth

The brand began its Hong Kong journey with its flagship store in Wanchai, a vibrant commercial and residential hub, in 2018. Since then, the brand has expanded to nine locations, covering some of the city's most notable landmarks. Iain Ross-Mackenzie, Vice President of Operations – APAC of Five Guys, attributes much of this success to Hong Kong's favourable business environment. “The city is an ideal base for international brands like ours, thanks to its free trade policies, efficient import processes, and low tax regime,” he noted. “The government's support during the pandemic, including subsidies and streamlined licensing requirements, was instrumental in helping businesses navigate challenges and emerge stronger.”

Five Guys has leveraged the city's global connectivity to fuel its expansion across Asia. “Hong Kong's strategic location provides us access to key markets like Mainland China, Singapore, Australia, and Korea. Setting up our base here has been a game-changer for our franchise growth in the region,” Ross-Mackenzie explained.

“With Hong Kong's unrivalled accessibility, we can send our team to various locations across Asia for staff training, which is crucial for maintaining our standards,” he added. “We also host R&D sessions in Hong Kong twice a year, with participants flying in from all over the world.”

## Premium Culinary Experience

Ross-Mackenzie revealed the brand's secret for success – prioritising customer experience. “It's not just about the burgers,” he said. “We are dedicated to delivering a full dining experience through authentic service and the freshest food offerings. We uphold the highest standards for quality control and customer service. Customers can personalise their toppings and sauces at no extra charge. Our goal is for everyone to leave our stores satisfied, and this is what sets us apart from the competition.”

As Five Guys continues to evolve, the brand is reinventing its menu to appeal to local tastes. “After six years in Hong Kong, we are

excited to introduce new flavours, such as Asian chili sauce and coffee-flavoured milkshakes,” Ross-Mackenzie added. “This is the first time we have launched these offerings anywhere, reflecting our commitment to meeting customer preferences and adapting to the market.”

Ross-Mackenzie appreciated InvestHK's strong support in Five Guys' business journey. “InvestHK has been an excellent partner, providing valuable insights into policy schemes and helping us identify potential locations. Their support has been instrumental to our success,” he concluded.

## Five Guys

- Founded in Virginia in 1986, Five Guys currently operates over 1,930 restaurants worldwide, including both company-owned and franchise stores
- The brand currently employs 200 staff in Hong Kong and anticipates a 10 percent expansion in 2025

 [fiveguys.com.hk](https://fiveguys.com.hk)