

Setting Trends in Hong Kong's Fast-Casual Dining

Leveraging Hong Kong's strategic location and diverse clientele, Pret A Manger expands its regional footprint.



“ Hong Kong was the ideal choice for our first Asian store and regional headquarters due to its vibrant market and diverse consumer base. ”

Eira Jarvis
Managing Director, Asia
Pret A Manger

Hong Kong's culinary market is flourishing, fueled by health-conscious trends and sustainability, creating an ideal backdrop for Pret A Manger's expansion. Established in London in 1986, the global food chain is renowned for its fresh, ready-to-eat food and organic coffee. It opened its first Hong Kong outlet in 2002 and has since grown to 25 quick-service restaurants in key areas.

Ideal Springboard for Regional Expansion

Hong Kong's diverse consumer base, including locals, expatriates and tourists, creates a vibrant testing ground for global culinary trends, from health-focused menus to Asian-Western fusion.

Eira Jarvis, Managing Director, Asia of Pret A Manger said, "Since we opened here in 2002, it has been invigorating to operate in

such an entrepreneurial city, which attracts global talent and is where customers are hungry for new trends."

Innovating the Culinary Landscape

Emphasis has also been placed on pioneering initiatives. Over the years, these have included digital screens, new menu options, grab-and-go items for time-pressed professionals and, more recently, corporate catering for office lunches and events.

"We take pride in showcasing our ability to 'flex' locally and adapt to changing customer needs," Jarvis remarked. "We also regard Hong Kong as a vital training centre, essential for setting standards across Asia and the Middle East, in places where we operate as a licensed business working alongside world-class partners."

Current plans include the phased introduction of healthy menu items, seasonal choices, and expanded rice-based selections, as well as a redesign to give some outlets a more modern feel.

"All along, InvestHK has been instrumental in our success by providing valuable insights and support: firstly in navigating the complexities of entering a new market and, later, in helping to meet the demand for quick-service restaurants in new locations," Jarvis stated.

Pret A Manger

- The brand operates over 700 shops across 21 countries/cities, including the United Kingdom, the United States, Canada, France and Hong Kong
- It set up its regional headquarters in Hong Kong 2002

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