

Five Guys Expands in Asia, Following Hong Kong Success

America burger brand Five Guys continues its Hong Kong growth while planning more debuts in APAC.



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Danny Lee

**Vice President Operations APAC
Five Guys**

Famed for its fresh beef burgers, hand-cut fries and customisable milkshake, Five Guys debuted in Hong Kong in November 2018. With overwhelming response, the US premium burger brand opened two more stores in Central and Tsim Sha Tsui within a few months, and more locations are in the pipeline in 2020.

Founded in Virginia in 1986, Five Guys currently owns over 1,600 restaurants worldwide with both franchise and direct-owned stores, spanning across the US, Europe, Middle East and Asia. Hong Kong was the first Asian city that the company chose to open an outpost, followed by Singapore.

In a place like Hong Kong where international restaurant brands strive to stay ahead of the game, Five Guys' strategy is to stay authentic to its brand and values. "We are very proud of what we are doing so far as we constantly exceed our customers' expectation," said Danny Lee, Vice President Operations APAC. "We want to make sure that every burger we serve is perfectly cooked with juicy beef, and our service is uncompromised."

Asia expansion with Hong Kong as RHQ

Five Guys chose Wanchai to start its Hong Kong venture where it can serve a blend

of commercial and residential community. According to Lee, finding a strategic location is crucial for Five Guys. "It's very important that we find the right place, the right neighbourhood and with the right demographics," he said, "if a good location comes along, we move very fast. That's why within the last quarter in 2019, we opened two more stores in Hong Kong."

"Hong Kong is a transit hub, a very transacting city in Asia. It is therefore a good place for us to start in this part of the world," he added. "This is a showcase to the other markets in Asia region."

As its business becomes mature with an established support structure, the company plans to expand further in Asia Pacific with Hong Kong as its base. "The city is well-placed in its geographical location, it's only a short flight to support our new markets in Singapore, Malaysia, Korea, and Japan. Hong Kong is the right place for us to put our regional headquarters, supporting the whole Asia Pacific operations."

"There is also a big talent pool here while English is widely spoken everywhere, so it serves as a great platform for us to expand outside of Hong Kong," he added.

Lee sees InvestHK as an important partner in Five Guys' expansion journey. "I would

like to thank InvestHK who has been a really good partner. They provide very useful contact and market updates and we are very grateful for their support," he concluded.

Five Guys

- Currently runs three outlets in Hong Kong, with plans to open two more stores in 2020
- Expansion in APAC includes new openings in Malaysia, Japan and Australia

 fiveguys.com.hk

Watch the video:

