

# explore.



*bold brands . . . proven success*



## MINOR FOOD

INTERNATIONAL FRANCHISE





**The Pizza Company** is the undisputed leader in Thailand's pizza scene, commanding nearly 80% market share. With a strong and growing presence across Southeast Asia and the Middle East, the brand sets itself apart with **superior taste and uncompromising quality**.



"Over the past few decades, the brand has continuously developed winning propositions **across various channels** from dine-in services to delivery, to e-commerce services, and to the use of **hybrid modes** for delivery of great customer experience."

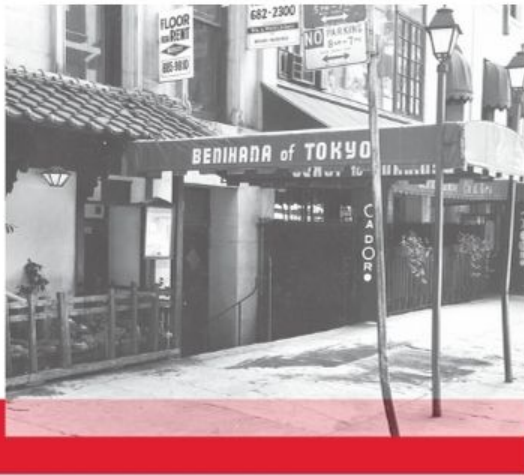


Thailand  
Vietnam  
Myanmar  
Laos  
UAE  
Saudi Arabia  
Bahrain  
Maldives

**500+**  
STORES

**9**  
COUNTRIES





*Its history traces back to Yunosuke Aoki, a samurai descendant and a popular Japanese entertainer who, together with his wife Katsu, opened a small cafe in Tokyo. Reddish safflowers, found in the neighborhood streets, inspired the couple to name their business - BENIHANA - which in Japanese means "red flower".*

### A CLASSIC, WORLD RENOWNED BRAND

The **Benihana** name is well known throughout the food industry as an established, quality-conscious company. Benihana has grown from a single teppanyaki restaurant to more than 100 restaurants worldwide, of which more than 40 are owned or franchised by Benihana Holdings Pte. Ltd. Benihana's solid management team is committed to keeping Benihana one of the world's finest and most thriving restaurant brand.

The **Benihana's tagline** is  
"Our Kitchen is Your Table"

**At Benihana**, dinner is never just dinner — it's a show! Our approachable, westernized Japanese dishes are cooked right before your eyes by your very own Teppan Chef, turning every meal into a front-row experience. For over 55 years, we've been serving up sizzling flavors, flying spatulas, and unforgettable memories — making Benihana the go-to spot for tableside fun and flair.

OPERATING IN

**14 100+**  
COUNTRIES RESTAURANTS



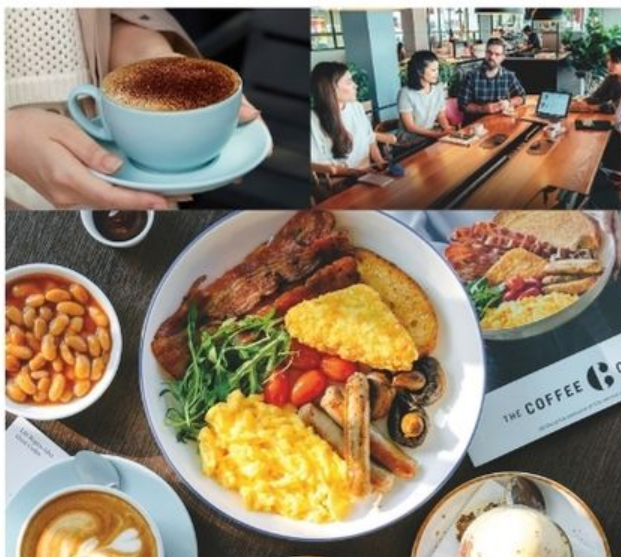




# THE COFFEE CLUB

**The Coffee Club**, a household name and the market leader in Australia, possibly the most discerning coffee market in the world. With a track record of over 30 years of success, the brand aims to become the world's most loved café chain by delivering a unique **Aussie Café culture and lifestyle**.

Its coffee credentials are impressive, with two signature blends, which use sustainably sourced coffee beans roasted in its own facilities in Melbourne. Its food offerings cover breakfast, lunch and dinner, all of which are complemented by vibrant stores, and super-friendly services. Resonating with its signature tagline of "Where will I meet you?", The Coffee Club provides a casual, yet sophisticated, stylish yet affordable venue for people to come together, *enabling community connections*.



**75**  
million coffees  
sold every year  
globally

**12**  
Countries

**>450**  
stores  
worldwide

**10,000**  
Team members  
worldwide



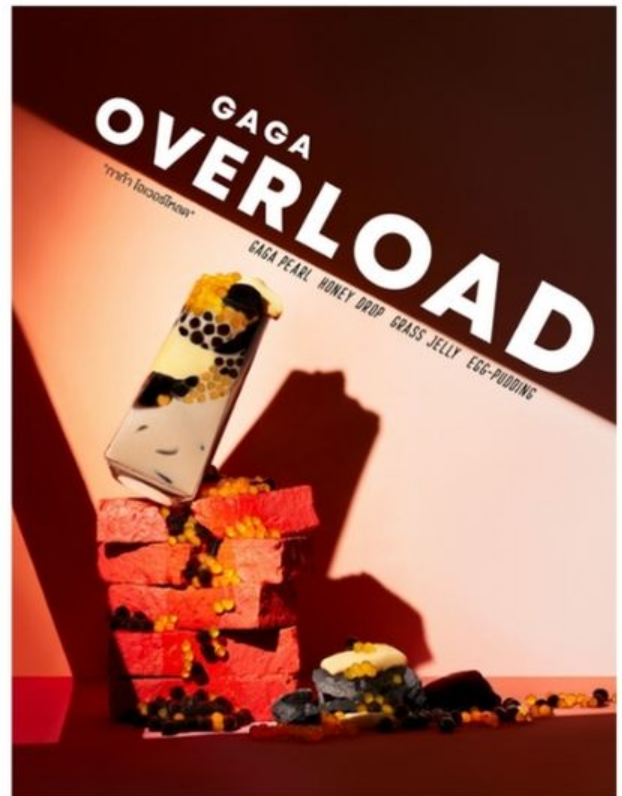


# GA/GA

GAGA isn't just a drink — **it's an attitude in a cup.**

With bold aesthetics and an international look and feel, GAGA sets trends in the competitive beverage space. From authentic Thai Tea to our one-of-a-kind GAGA Overload, our drinks and desserts are crafted to stand out.

Backed by innovative marketing, strong product development, and loyal customer love, GAGA is a premium lifestyle brand designed for today's creative generation.



Gaga isn't just a drink - it's a **lifestyle experience**





# SANOOK KITCHEN

cooking authentic thai food

Sanook Kitchen brings authentic Thai flavors to adventurous diners around the world. From spicy curries to tangy soups and classic seafood dishes, every recipe is made fresh to order with hand-picked Thai ingredients.

With wallet-friendly prices, streamlined operations, and a modern store design, Sanook Kitchen delivers a fun, accessible dining experience that keeps guests coming back for more.

**40+**  
STORES

- Singapore
- Malaysia
- Vietnam
- India



Always  
freshly made  
to order

Streamlined  
operations  
=  
optimized capex

Original  
recipes & locally  
sourced  
ingredients

Modern and  
appealing  
design





Since opening its first doors in 1958 in Culver City, California, Sizzler has built a global legacy as the go-to destination for fresh, flavorful, and value-driven Western dining. What started as a modest steakhouse quickly evolved into a globally recognized brand, thanks to its signature “all-you-can-eat” Salad Bar — a colorful spread of crisp salads, hearty soups, pastas, fruits, and indulgent desserts.

But Sizzler is more than just the Salad Bar. It’s a place where guests pair their greens with perfectly grilled steaks, fall-off-the-bone ribs, tender seafood, and other à la carte favorites — all made to order, using premium ingredients. With its unique ability to balance health-conscious choices with satisfying indulgence, Sizzler appeals to families, groups, and young professionals alike.

Rooted in a farm-to-table philosophy, Sizzler emphasizes locally sourced ingredients wherever possible, reinforcing its commitment to quality and sustainability. The brand’s broad appeal, operational efficiency, and decades-long customer loyalty make it an ideal franchise opportunity for partners looking to bring a beloved Western dining experience to new markets.





who we are

# MINOR INTERNATIONAL

We are one of the largest hospitality and restaurant companies in the Asia Pacific region.

Founded in 1967, by a 17-year old William Heinecke, Minor International today has the pleasure of serving customers in 66 countries worldwide, across Minor Hotels, Minor Food and Minor Lifestyle.

With over 2,600 outlets across 26 countries, Minor Food is one of the largest and most dynamic restaurant operators in the Asia-Pacific region. We are driven by innovation, brand strength, and a deep understanding of the food and beverage industry — investing more than our competitors in the success of our partners. Our flexible franchise models and proven brand portfolio make us the partner of choice for growth-minded entrepreneurs around the globe.



## what is unique about us

### PROVEN CONCEPTS

portfolio of BRANDS  
with proven global  
appeal

### FLEXIBILITY

highly adaptive  
concepts and  
franchise solutions

### WE ARE OPERATORS

unparalleled  
“first-hand”  
understanding of  
F&B business

### FRANCHISE SERVICES

investing more than  
competition in the  
success of our  
partners



Should you be interested with several options we can offer, you can reach out to us at :



[www.minorfood.com](http://www.minorfood.com)



MINOR FOOD GROUP



[minorfoodfranchise@minor.com](mailto:minorfoodfranchise@minor.com)