



March 9, 2022

Peng Huoth Investment & EFG Announce An F&B Partnership For PH Euro Park And PH Eco Mall



Phnom Penh, March 9th, 2022 – Peng Huoth Investment and EFG (Express Food Group) announce today that they have reached agreement to bring three much loved food & beverage brands to The Tuscan House at PH Euro Park project and in principle agreement to bring multiple F&B brands to PH Eco Mall.

Opening July 2022, The Pizza Company, Cambodia's number one pizza brand will be a key anchor tenant of PH Euro Park with a new format store and menu. With inspiration from Italy, this much-loved pizza brand will appropriately be housed in a beautiful iconic three story Italian Tuscan House. Swensen's, the beloved American ice cream parlor will open a new integrated pizza and ice cream format. The ever-popular Krispy Kreme doughnut and coffee brand will also be available for dine-in, takeaway or delivery via EFG's dedicated delivery and pick up App – Hungry? (get.hungryapp.asia).

Martin Darby, Managing Director EFG Group (an RMA Group Company) spoke of his excitement at opening a flagship store at The Tuscan House PH Euro Park and the signing of a long-term F&B partnership with Peng Huoth Investment. "We have worked with Peng Huoth Investment across our businesses for a number of years and we are delighted to now take this partnership to the next level with the announcement of an awesome flagship new retail experience for PH Euro Park and exciting plans for new F&B brands, formats and menus for PH Eco Mall".

About EFG (Express Food Group)

Headquartered in Bangkok, Thailand, EFG Group employs over 1,300 people and has an operational presence in 3 countries – Cambodia, Myanmar and Laos. EFG is the partner of choice for leading food & beverage brands in Southeast Asia including Minor Food International & Food Passion Group – and for North American brands – International Dairy Queen, Krispy Kreme and Texas (Church's) Chicken where EFG is the franchisee for Laos. In 2020/21 EFG launched her own brands Hungry? (get.hungryapp.asia) an ecommerce delivery business and Eat Together 一起吃 a Chinese virtual brand serviced by a ghost kitchen.

In 2021, EFG Cambodia was awarded Best Company to Work for in Asia by HR Asia.

Share:



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ABOUT EFG

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OUR BRANDS

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