Cachet Hospitality Group Brings Wahlburgers to Thailand

Wahlburgers, the better burger restaurant brand which was founded by Chef Paul Wahlberg and celebrity brothers Mark and Donnie, will soon be opening its doors in Thailand. In partnership with Cachet Hospitality Group (CHG) and Thailand's Big Ho Corporation, the first 20 Wahlburgers restaurants are slated to launch in northern Thailand starting in 2017.

"With a growing demand for American-style food and entertainment, Thailand is the perfect place to launch Wahlburgers in South East Asia. The market here is developing quickly and people are always looking for something new and interesting. Wahlburgers' philosophy of creating great experiences for their guests through good service and excellent food closely matches CHG's vision, which is why we are sure this partnership will be a lasting success," explains CHG's CEO Alexander Mirza.

CHG has great plans for 2017. With new properties recently opened in New York City, USA and Cabo San Lucas, Mexico, the growing hospitality management company is quickly gaining momentum. This is also felt in South East Asia, where CHG has several projects in the pipeline, including its flagship Cachet Deluxe hotel in Bangkok, set to open in 2019. In addition to the upcoming opening of this iconic property, CHG has partnered with the American restaurant chain Wahlburgers, which is set to open 20 venues in northern Thailand in the coming years, as was announced at a celebratory event held in Hollywood in January.

To make this ambitious project reality, CHG is working together with Thailand's Big Ho Corporation, the owner of the master franchise for opening 100 new branches of Big C Supercenters in the northern provinces of Chiang Mai, Chiang Rai, Payao, Nan and Phrae in the coming years. Due to the new partnership with CHG, 20 of these locations will soon be featuring Wahlburgers restaurants, giving shoppers a new dining experience.

Wahlburgers is a family business from the United States, co-owned by actor and businessman Mark Wahlberg, most famous for his appearances in Deepwater Horizon, Ted and Entourage, and his brothers. The restaurants serve classic burgers and sandwiches but focus on sourcing the freshest, high-quality, local ingredients for all their products. The restaurants have a convivial, friendly atmosphere, thus creating a well-rounded dining experience. Their approach to dining and positively impacting the local community is what makes Wahlburgers the partner of choice of CHG, a hospitality company known for its focus on well-rounded lifestyle experiences.

"We're excited about this chance to grow in Asia. In the Cachet Hospitality Group we have a great partner that knows the market well and will help us quickly become established there," says Wahlburgers' CEO Rick Vanzura. "Since family, community and bringing people together through delicious food are values we share, we are sure our partnership will make great things happen in the future."

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About Cachet Hospitality Group:

Cachet Hospitality Group (CHG) is a lifestyle hospitality branding and management company with offices in Los Angeles, Shanghai and Bangkok. CHG's mission is to be the leading innovative and socially responsible hospitality company in Asia Pacific and North America, with recent expansions into Cabo San Lucas and New York City. With numerous projects under development, CHG is focused on establishing properties in Greater China, Southeast Asia and the Americas. For more information, please visit www.cachethotelgroup.com.

About Big Ho Corporation
Big Ho Corporation, based in Chiang Rai, Thailand is the owner of the master franchise for the openings of 100 branches of Big C Supercenter (Thailand's second-largest hypermarket operator) in five provinces in Northern Thailand: Chiang Mai, Chiang Rai, Payao, Nan and Phrae. Big Ho Corporation reinforced its dedication to the expansion of its retail business in Thailand by signing an agreement with Cachet Hospitality Group (CHG) to open 20 Wahlburgers restaurants in it franchise locations of Big C Supercenter stores throughout Northern Thailand. As the master franchisee, it is set to build Wahlburgers restaurants and provide exemplary service and valuable products that are relevant and customized to the needs and tastes of the local market.

About Wahlburgers:
Founded by Executive Chef Paul Wahlberg, celebrity brothers Mark and Donnie Wahlberg and other investors, Wahlburgers debuted in October 2011 in Hingham, Mass. The subject of an A&E reality show, Wahlburgers offers a fun, casual music-filled atmosphere where guests, like family, share great food, a few laughs and lots of love. While its interior décor is filled with photos and memorabilia celebrating the Wahlberg brothers' life journeys from Dorchester, Mass. neighborhood kids to rising chef and international superstars, Wahlburgers makes food the REAL star. Crafted by Chef Paul and served with heartfelt hospitality, menu selections include chef-inspired freshly ground beef burgers served on fresh baked buns, crispy fries, onion rings, tater tots and sweet potato tots, along with tasty housemade sauces and thick, creamy frappes.
While burgers are the restaurant's specialty, guests will enjoy delicious fish and vegetarian options, a variety of fresh-cut salads, and gluten-free buns and lettuce-wrapped burgers and sandwiches upon request. Wahlburgers' full bar is a popular gathering spot featuring an impressive selection of adult frappes, cocktails, wines and beers including the signature Wahlbrewski – a Harpoon Brewery custom, unfiltered Pale Ale. Dedicated to giving back, Wahlburgers is active in every community it serves. Open daily for lunch and dinner, Wahlburgers offers fast casual and table service.
Wahlburgers currently has restaurants in seven states (Florida, Massachusetts, Michigan, Nevada, New York, Pennsylvania, and South Carolina) and Canada. For locations and more information visit wahlburgersrestaurant.com.