

FOR IMMEDIATE RELEASE

**FORWARD FASHION UNVEILS MACAU'S FIRST FIVE GUYS STORE AT THE VENETIAN® MACAO**

*Bring in international brand and enrich Macau's development as a 'Creative City of Gastronomy'*



*(From the left) The opening ceremony of the first Five Guys in Macau was held at The Venetian® Macao, with officiating guests, including **Mr. Cyrus Fong**, Executive Director of Forward Fashion (International) Holdings Company Limited; **Dr. Wilfred Wong**, President of Sands China Ltd.; **Mr. Iain Ross-Mackenzie**, Senior Director of Operations (APAC) of Five Guys; **Mr. Patrick Fan**, Founder and Chairman of Forward Fashion (International) Holdings Company Limited; **Mr. Joe Chan**, Senior Manager of Investor Service Department, Macao Trade and Investment Promotion Institute; **Ms. Rachel Chen**, Chief Executive Officer of Forward Fashion (International) Holdings Company Limited*

(Macau, March 2, 2023) Forward Fashion (International) Holdings Company Limited ("Forward Fashion") is pleased to open the first Five Guys store in Macau at The Venetian® Macao today, unveiling the first F&B project of Forward Fashion.

Five Guys Macau store encompasses approx. 5,000 sq ft. and stays true to the aesthetics of Five Guys, welcoming guests with the brand's iconic interiors and classic American rock music. There is also an open kitchen with friendly crew that offers guests a good view of their burgers being freshly grilled to order, altogether creating a nice nostalgic dining experience.

Forward Fashion has always committed to bringing international brands into Macau and set up their first store in the city. The group has debuted over 10 international brands to date. To facilitate Macau's development in "Go Global" and "Bring in Investments", Forward Fashion actively expands its synergistic business model comprised three segments — fashion, art and lifestyle. **Mr. Patrick Fan, the Founder and Chairman of Forward Fashion** said: "As the exclusive franchisee of Five Guys Macau, Forward Fashion is delighted to bring the craveable burger and fries menu of Five Guys to Macau. In the midst of visitor volume uptick, the store debut would give the city an extra push in city resilience and enrich Macau's development as a 'Creative City of Gastronomy'. We are very excited to deliver the international favorite burger to Macau locals and tourists!"

Labelled as **'The Best Burger You've Ever Eaten in Your Life'** by YAHOO, the first Five Guys Macau store will maintain the simple ethos that the Murrell Family outlined back in 1986. With over 1,800 stores in globe, Five Guys serves the freshest and highest quality burgers, burger toppings, fries, hot dogs, sandwiches, milkshakes, and mix-ins that can be customized into **250,000+ kinds of combos** living up to any taste desired. At Five Guys, visitors can have some fun by picking and choosing what goes into their own burger and the best part of all, **toppings are free!**

### The First Five Guys Macau Store

Address: Shop 1033 & 1035, Level 1, Shoppes at Venetian, The Venetian Macao

Opening hours: 11:00am – 10:00pm

Tel: +853 2878 6525

Photo Caption	
<p>Photo1</p> 	<p>Five Guys Macau store encompasses approx. 5,000 sq ft., stays true to the aesthetics of Five Guys, welcoming guests with the brand's iconic interiors, bringing the iconic burgers and fries to the roaring heart of the city.</p>
<p>Photo2</p> 	<p>FIVE GUYS is the place to get a high-quality, freshly made burger, freshly hand-crafted and peanut oil-cooked fries, and hand-spun milkshakes.</p>

Photo 3



The opening of Five Guys Macau was so much fun meeting you all locals and tourists! Thanks for joining in!

Photo4



Facebook : [FiveGuysMacau](https://www.facebook.com/FiveGuysMacau)  
 Instagram : [@fiveguysmacau](https://www.instagram.com/fiveguysmacau)  
 Website : [www.fiveguys.mo](http://www.fiveguys.mo)

#FiveGuys 澳門

#FiveGuysMacau

###

## About Forward Fashion (International) Holdings Company Limited

Forward Fashion (International) Holdings Company Limited is an integrated group with three synergistic business segments comprising fashion, art and lifestyle, and a commitment to creating a new retail business model. The Group has an impressive track record of successfully managing over 100 brands; having helped such brands to establish their first store in Greater China. In recent years, the Group has actively enhanced its operations and developed its own brands, such as Artelli, UM Junior, WF Fashion, in order to further enrich its brand portfolio. Capitalizing on its rich retail experience and IP resources, and by linking up with brands and the cultural and art communities, the Group has spearheaded exclusive collaborative projects, with the ultimate objective of expanding into the international market.

Mr. Fan Wing Ting, Patrick, is the founder, chairman and executive director of Forward Fashion Holdings. In 2005, he founded the first company of the Group in Hong Kong. Since then, the Group has been committed to expanding into the fashion apparel retail business in Greater China. Following the Group's listing on the Main Board of The Stock Exchange of Hong Kong Limited in 2020, Forward Fashion has taken a step towards the development of eCommerce platforms, along with the introduction of



various international fashion and artistic brands and visionary international art projects to Greater China. The Group strives to cater for the preferences and needs of local youths as it promotes the diversification of its business.

For media enquiries, please contact :

Forward Fashion (International) Holdings Company Limited

Edwina Liu

Marketing Manager

[marketing.mcin@forward-fashion.com](mailto:marketing.mcin@forward-fashion.com)