



Restaurant • Bar

**For Immediate Release**

## **MANCHESTER UNITED RESTAURANT & BAR TO OPEN FIRST NORTH ASIAN OUTLETS IN SOUTH KOREA**

- *First sports-themed dining and entertainment outlets in South Korea*
- *Three restaurants and bars to open by end of 2008*
- *Outlets plan to bring in United players for special meet-the-fan sessions.*

**Seoul, 5 Feb 2008** – South Korean fans of the world's most popular football club will soon have a place they can call their own. Manchester United Food & Beverage Asia Pte Ltd (MUFB Asia) today announced that it has granted a license to Mr Kim Chi Gon and his partners to open Manchester United Restaurant & Bar in the country.

Singapore-based MUFB Asia is a holding company given exclusive rights by Manchester United Football Club to own, operate, license and develop a chain of Manchester United Restaurant & Bar concept in the Asia-Pacific region. The company already has two outlets operating in the Indonesian cities of Jakarta and Bandung.

Under the agreement, Mr Kim and his partners will form a company Manchester United F&B Korea Co Ltd to operate and develop the business in South Korea. It will open three Manchester United Restaurant & Bar outlets by

end of this year. Business at its maiden Manchester United Restaurant & Bar, located in downtown Seoul, will kick off in time to coincide with the opening of Beijing Olympics 2008.

Commenting on the deal, Executive Director of MUFBA Asia, Chan Lay Hoon said: "Manchester United Restaurant & Bar will be breaking new ground in South Korea as it will be the first sports-themed dining and entertainment outlet in the country.

"We're confident that over time it will become the connecting point between the football club and the four million South Korean fans of Manchester United."

Present at a news conference, Ms Chan added: "South Korea is a football nation; it has taken part in more World Cup final tournaments than any Asian team. The country scored a first in 2002 when it became the only Asian nation ever to reach the semi-finals of a World Cup tournament.

"So we believe our restaurants and bars will resonate with not only the Man U supporters but all South Koreans who love the game."

The planned outlets in South Korea will feature Manchester United Restaurant & Bar's signature dishes as well as Korean cuisine. Patrons will be able to watch major sporting events and Premier League matches live on a state-of-the-art video wall and enjoy special themed parties and live entertainment from popular artistes.

The restaurants and bars will showcase photos and memorabilia of the club from Old Trafford of legendary Red Devils such as Bobby Charlton to present-day stars such as Wayne Rooney and Cristiano Ronaldo.

The outlets also plan to bring in United players for special meet-the-fan sessions.

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**About Manchester United Food & Beverage Asia**

Manchester United Food & Beverage (Asia) Pte Ltd (“MUFB Asia”) is a Singapore holding company awarded the exclusive rights by Manchester United Football Club (“MUFC”) to own, operate, license and develop a chain of Manchester United restaurants & bar concept in Asia Pacific region. Territories include China, Singapore, Malaysia, Brunei, Indonesia, Thailand, Hong Kong, Taiwan, Korea, Japan, India, and the Philippines. These restaurant & bar outlets mark MUFC’s first foray into casual dining business on an international scale. Our goal is to establish Manchester United Restaurant & Bar as a leading operator and licensor of casual dining restaurant and bar in the Asia Pacific Region.

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