



PEI WEI®

PEI WEI LAUNCHES TASTES OF THAILAND WITH NEW RICE BOWLS New menu items expand on restaurants' progressive Pan-Asian offerings

SCOTTSDALE, Ariz. (Jan. 10, 2016) – [Pei Wei](#), the leader in delivering a handcrafted Pan-Asian culinary experience, has expanded its artisan cooking and cross-cultural Asian offerings with the introduction of two nutritious new rice bowls featuring the bold tastes of Thailand.

The innovative rice bowls, now available nationwide, combine mindfully sourced ingredients chosen for their flavors and nutritional benefits, including fresh produce, bright aromatics and exotic spices, harmoniously prepared in the Thai tradition.

Supergreen Thai Coconut Curry has a spicy and sweet flavor profile, featuring chicken, carrots, green beans, Swiss chard, onions, Thai basil, fresh cilantro, scallions and lime. The aromatic Thai Basil bowl combines a sweet-savory sauce with chicken, garlic, ginger, red bell peppers, onions and green beans. Both wok-seared dishes can be ordered with a choice of rice, noodles or quinoa.

“Asia is a vast continent with incredibly diverse cultures. Our new Thai rice bowls deliver on our ‘flavor with purpose’ mission while expanding our Pan-Asian offerings,” said Pei Wei Chief Marketing Officer Clay Dover. “These dishes evolved from our Test Kitchen in Scottsdale, where we get guest feedback on new items in real time. The harmonious blend of flavors, so characteristic of curry, as well as the use of Thai basil – an herb that has been gaining popularity for its distinctive taste – has resonated with guests looking for healthier options in a fast casual experience.”

Beginning this month, Pei Wei Director of Culinary Innovation J. Sullivan will host Facebook Live events from the Test Kitchen to showcase new dishes as well as offer tutorials on how to prepare other menu offerings and Asian-inspired recipes. The first segment will air Tuesday, Jan. 17, and feature the Supergreen Thai Coconut Curry. All videos can be viewed at [facebook.com/peiwei](https://www.facebook.com/peiwei). You can also find a video demonstrating how the Supergreen Thai Coconut Curry is made here: <https://youtu.be/DGgUbnGTwrM>.

The complete menu can be viewed at [peiwei.com](https://www.peiwei.com), or guests can download the new Pei Wei mobile app to place orders and view their account information, including My Wei Rewards points that can be used toward free entrees. My Wei Rewards enrollment and more information are available at [peiwei.com/MyWei](https://www.peiwei.com/MyWei).

ABOUT PEI WEI

Founded in 2000, Scottsdale, Arizona-based [Pei Wei](#) is an Asian-inspired fast casual restaurant that offers guests a way to eat well, be well and live well. Pei Wei prepares each dish to order using freshly chopped ingredients, purposely chosen for nutrition as well as flavor, and in the tradition of ancient Asian cooking methods. Menu offerings include lettuce wraps, salads, sushi, quinoa bowls and Wok Classics that can be easily customized for any palate or diet, including



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gluten-free and vegetarian. Pei Wei owns and operates more than 200 restaurants in 21 states. For more information, visit www.peiwei.com. The latest Pei Wei news is also on [Facebook](#), [Twitter](#) and [Instagram](#).

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