



**PEI WEI**  
ASIAN KITCHEN™

## PRESS RELEASE

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### **Pei Wei Partners with Susan G. Komen® for Mother's Day**

*Leading fresh, Asian fast-casual restaurant to donate up to \$25,000 to the breast cancer foundation*

DALLAS (May 10, 2019) – [Pei Wei](#) is celebrating Mother's Day in a meaningful way this year by hosting a fundraiser benefiting [Susan G. Komen®](#).

This Mother's Day weekend, May 10-12, Pei Wei invites guests to treat their mom to fresh Asian cuisine for a great cause.

Pei Wei will donate \$1 to Susan G. Komen for every Cauli FlowerPower Bowl sold between May 10-12, 2019, with a guaranteed donation of \$5,000, and a maximum donation of \$25,000. The Cauli FlowerPower Bowl starts with fresh cauliflower rice, made in-house from whole heads of cauliflower, and is topped with white meat chicken, carrots, red bell peppers, snap peas, onions, scallions and ginger with a tamarind and chile soy glaze, and garnished with fresh-cut Asian slaw.

“We are proud to partner with such an incredible organization in honor of Mother's Day this year,” said CEO J. Hedrick. “In addition to raising money for an important cause, this will give guests the perfect opportunity to try our new Cauliflower FlowerPower Bowl. We are excited to host this fundraiser during Mother's Day weekend and hope everyone will join us in raising awareness and funds for Susan G. Komen.”

An estimated 268,600 new cases of invasive breast cancer in will be diagnosed in women and 2,670 in men in the U.S. this year. Susan G. Komen is the only organization that addresses breast cancer on multiple fronts, through research, community health, global outreach and public policy initiatives.

No time to dine in? Guests on the go can order a Cauli FlowerPower Bowl for takeout or delivery via Pei Wei's digital platforms. Download the Pei Wei [mobile app](#) to place orders faster, browse the menu and earn My Wei Rewards points that can be used toward free dishes. For more information, visit [peiwei.com](http://peiwei.com).

*Welcome to Asian done a better way. Welcome to Pei Wei Asian Kitchen.*

#### **About Pei Wei Asian Kitchen**

[Pei Wei Asian Kitchen](#) is transforming the industry through its groundbreaking Clean Label initiative, The Wei Forward™, which emphasizes wholesome, fresh foods and menu transparency. To support its belief that consumers have the right to know what's in their food,

the brand petitioned the FDA to require restaurant chains to disclose their menu ingredients. Founded in 2000, Pei Wei is the leading fresh Asian, fast-casual restaurant brand, where bold, Asian flavors couple sit-down quality with takeout convenience. Menu offerings include wok classics featuring rice, noodle and salad bowls along with fresh house made cauliflower rice, bento boxes, lighter options such as lettuce wraps and sushi. Dishes are easily customized for a variety of palates and diets, including gluten-friendly and vegetarian. Pei Wei owns and operates restaurants in 20 states. For more information, visit [peiwei.com](http://peiwei.com), or follow Pei Wei on [Facebook](#), [Twitter](#) and [Instagram](#) and Tiger on [Twitter](#). For more information, visit [peiwei.com](http://peiwei.com).

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