



PRESS RELEASE

For Immediate Distribution

Contact: Brooke Johnston, Champion Management
972.930.9933; bjohnston@championmgt.com

Pei Wei Testing New Bento Boxes That Offer the Variety You Crave at a Price You'll Love

*Leading fresh Pan-Asian fast-casual restaurant introduces build-your-own
Bento Box at select locations*

DALLAS. (Aug. 16, 2018) – A wise man once said, “variety is the spice of life.” And the talented chefs at Pei Wei couldn’t agree more!

Beginning today, guests now have 400 new ways to satisfy their craving for fresh, Asian cuisine with the introduction of Pei Wei’s all-new Bento Box. The Bento Boxes are exclusive to Pei Wei’s Minnesota and Colorado locations and select Arizona and Tennessee locations.

Guests of Pei Wei’s participating restaurants are among the first to experience the Bento Boxes, which feature five compartments each containing small portions of food that complement each other. Customers can customize their ideal Bento Box by following Pei Wei’s five steps to perfection:

Step One

- Choose Any (1) Rice Bowl – With your choice of chicken or vegetables and tofu; upgrade to fresh grass-fed, house-cut and marinated flank steak or fresh-cooked shrimp for just 79 cents more

Step Two

- Choose white or brown rice; Fried Rice Bento Box is served with fresh orange slices instead of white or brown rice choice

Step Three

- Choose Any (1) 4-pc. Sushi Roll – Spicy Tuna, California Mango, Teriyaki Crunch or Wasabi Crunch

Step Four

- Choose (1) Crispy Appetizer – (1) Crab Wonton or (3) Mini Chicken Potstickers

Step Five

- Choose (1) Green Side – Miso Side Salad or Edamame

Do the math, and that’s 400 different variations to choose from! It’s the perfect way to try something new at a price you’ll love.

“Bento Boxes have long been popular in Japanese culinary culture and we think they’re a creative way to showcase several delicious items in one convenient meal,” said Chef J. Sullivan, Pei Wei’s Director of Culinary Innovation. “We’re thrilled to give our guests in these locations the first opportunity to try these customizable boxes, all made with the fresh ingredients they’ve come to expect from Pei Wei.”

Pei Wei is testing the menu item to obtain guest and operations feedback with plans to add it to the menu nationwide in 2019.

To order online, visit peiwei.com. Download the new and dramatically improved Pei Wei [mobile app](#) to place orders, browse the menu, and earn My Wei Rewards points that can be used towards free dishes.

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

About Pei Wei Asian Kitchen

Founded in 2000, [Pei Wei](#) Asian Kitchen, is the leading fresh Pan-Asian, fast-casual restaurant that honors Asian culinary tradition by wok-searing premium ingredients in portions that satisfy. Pei Wei – recently ranked “The 9th Most Popular Restaurant Chain in America” by national research firm Datassential – makes each plate with bold, Asian flavors that couple sit-down quality with take-out convenience. Menu offerings include lighter options such as lettuce wraps, salads, sushi and quinoa bowls as well as wok classics featuring rice and noodle bowls. Pei Wei offerings are easily customized for a variety of palates and diets, including gluten-free and vegetarian. Pei Wei owns and operates nearly 200 restaurants in 21 states. For more information and the latest Pei Wei news, visit peiwei.com, or follow Pei Wei on [Facebook](#), [Twitter](#) and [Instagram](#) and Tiger on [Twitter](#).

#