



PEI WEI®
ASIAN KITCHEN™

PRESS RELEASE

For Immediate Distribution

Contact: Ladd Biro, Champion
972.930.9933; lbirro@championmgt.com

So Much Yum. So Few Carbs. Pei Wei Introduces Cauliflower Rice to Fresh Menu Offerings

Leading fresh, Asian fast-casual restaurant rolls out cauliflower rice system-wide

DALLAS (Jan. 9, 2019) – Beginning today, [Pei Wei](#) customers can swap traditional rice for Pei Wei's new fresh Cauliflower Rice for \$1.49 or Cauliflower Fried Rice for \$2.49.

Nutrient-rich, high in fiber, lower-carb and delicious; cauliflower offers a fresh, light and flavorful veggie-forward twist to any dish.

No longer an after-thought, vegetables are taking center stage in more Americans' meal preferences. Pei Wei is capitalizing on this trend by offering Cauliflower Rice and Cauliflower Fried Rice, made fresh in-house from whole heads of cauliflower, as healthier substitutions to all rice bowls.

"We couldn't be more excited to offer cauliflower rice as a substitution to guests system-wide," said Pei Wei CEO J. Hedrick. "'Made For You' is one of the three principles that our Clean-Label Initiative, *The Wei Forward*™, focuses on. We have created a menu that is designed to be friendly for all diets, including gluten-free and vegetarian. Cauliflower rice is naturally gluten-free and has 88% less carbs and 70% less calories than white rice."

Pei Wei is also introducing a new bold bowl featuring the ubiquitous veggie power player:

- **Cauli FlowerPower Bowl (\$8.99*)** – Fresh Cauliflower Rice with steamed white meat chicken, carrots, red bell peppers, snap peas, onions, scallions and ginger with a Tamarind and Chile Soy glaze, garnished with fresh-cut Asian slaw, price varies by location. **Price varies by market.*

"The Wei Forward is all about bringing our customers lighter, customizable options without sacrificing the delicious flavor Pei Wei is known for," said Brandon Solano, Chief Marketing & Digital Officer at Pei Wei. "Cauliflower has become a leader in the veggie-forward trend, so we know that guests will appreciate being able to choose this lower-calorie option. We also love that Pei Wei's Cauliflower Rice is prepared fresh daily in house because our customers deserve only the best."

To order online, visit peiwei.com. 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.

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 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 take-out convenience. Menu offerings include wok classics featuring rice, noodle and salad bowls along with 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, or follow Pei Wei on [Facebook](#), [Twitter](#) and [Instagram](#) and Tiger on [Twitter](#).

#