
PRESS RELEASE

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GRAND OPENING OF DIM SUM EMPERORS & BLUE PUMPKIN IN BKK1,
THE MOST FASHIONABLE AREA OF CAMBODIA'S CAPITAL CITY

Phnom Penh, Cambodia –

With a new fresh approached of modern and contemporary Chinese interior décor and all day casual dining, Dim Sum Emperors opens its latest 4th outlet in Phnom Penh. Located in Beoung Keng Kang 1 on corner Street 57 above Blue Pumpkin, who shares the same sentiment with their final branding installment of freshly renovated eatery, bakery and ice cream parlor. With their new red and blue zinc exterior façade, inspired by container, it distinctly mark their presence on the landscape of the ever-changing district.

“It is with a great sense of satisfaction that we can look back on last past months that has been challenging yet very positive with lots of wonderful accomplishments for our both chains Blue Pumpkin and Dim Sum Emperors” said Mr Eloi Courcoux, Group CEO of Meas Development Holding

The reopening of Blue Pumpkin in BKK1 in this new shape marks the end of full brand revamping from logo to menu, and refurbished outlets. It is our last opening after having renovated our flagship in Siem Reap next to Old Market, and all our outlets in Phnom Penh (our 2 floors branch on Riverside, our shop in the shop in Thai Hout street 63, as well your favorite take away)

Speaking about products to take away; as you can see this revamping let us to express the various faces of Blue Pumpkin

- 1- we clearly identified the grab & go for our clients to easily find their favorite products
- 2- then we bring more comfort for seating restaurant (furnitures and decoration)
- 3- in parallel of a new home made food menu

In the meantime Dim Sum Emperors our casual Chinese cuisine all day dining is growing as a successful retail business adding 2 new outlets, one in Toul Kork and this one in BKK, both next to Blue Pumpkin.

With our 2 beautifully locally created brand concept, home never tasted better! Either Chinese or more international oriented!

Celebrating their success wouldn't be possible with great partnership from Cellcard, Heatwave, Coca-Cola, Blue O, Warehouse, Posh and Hard Rock Café Angkor band, Pitch Black performance.

For further information please contact marketing@mdh.asia