



Shakey’s Pizza Asia Ventures, Inc. (PSE:PIZZA), one of the largest casual dining and food service groups in the Philippines, campaigns for healthy eating with the rollout of green and plant-based menus across its roster of brands.

PIZZA restaurants include Shakey’s, the leading fast casual pizza chain in the country, Peri-Peri Charcoal Chicken & Sauce Bar, a fast-growing emerging brand in roasted chicken, R&B, a Singaporean milk tea brand, and Project Pie, an artisanal pizza concept.

In a move to offer its guests healthier, better-or-you, and planet-friendly options, the group began to roll out the Goood Menu at Shakey’s in late 2020. In partnership with unMEAT, a local plant-based meat alternatives brand by affiliate company, Century Pacific Food, Inc. PIZZA launched the Goood Burger, made with 100% plant-based ingredients.

Hot on the heels of the Goood Burger were the Goood Nuggets, another plant-based alternative launched at Shakey’s stores in 2021. An instant hit among its guests, the Goood Nuggets are 100% plant-based and come with vegan-friendly sauces. The Goood Taco Pizza soon followed to serve as the cornerstone of Shakey’s plant-based offerings through its meatless pizza made with 100% plant-based unMEAT toppings.

R&B milk tea likewise launched its own 100% plant-based offerings with milk tea in 2022, another first in the category. The guiltless indulgence is made from premium brewed black tea, soy milk, organic coco sugar, and plant-based boba derived from seaweed extracts. This healthy innovation has no cholesterol and less calories versus regular milk tea offerings.

Meat-free pasta and pizza selections are also available at Project Pie outlets, while Peri-Peri offers a range called *Healthy Eats*, a trio of combos offering salad and proteins.

Vicente Gregorio, President and Chief Executive Officer of PIZZA, said, “Healthy offerings are a must have in today’s world. We want to become more responsible and sustainable as a company. Hence, at PIZZA, we aim to be inclusive with our menu and provide more choices to our green-seeking guests. We believe that these will also future-proof our business as consumers become more discerning.”

Offering healthier products is part and parcel of Shakey’s sustainability framework. This includes People and Planet initiatives, all of which are aligned with the United Nations’ Sustainable Development Goals.



About PIZZA:

Shakey's Pizza has been creating over 40 years of great times and great memories. It is one of the leading Fast Casual Restaurants in the Philippines, focused on family casual dining. It maintains market leadership in both the chained pizza full-service and chained full-service restaurant categories.

Peri-Peri Charcoal Chicken and Sauce Bar is an emerging fast-casual and full-service restaurant brand in the Philippines. Its mainstay is charcoal-grilled chicken, marinated for 24 hours, served with an assortment of unique sauces to choose from. Since its acquisition in 2019, PIZZA has already doubled the store footprint of Peri-Peri.

PIZZA owns the master franchise of R&B Milk Tea in the Philippines. R&B Milk tea is one of the leading milk tea players in Singapore. It is available in Shakey's stores and now has two independent stores, one of which is the first drive-through milk tea store in the country.

In 2021, PIZZA relaunched Project Pie, a modern and upscale pizza concept and an artisan pizza chain known for its build-your-own pizzas.

In 2022, PIZZA acquired Potato Corner, one of the leading food kiosk brands in the Philippines renowned for its flavored fries. Potato Corner has over 1,000 stores in the Philippines and a wide store network internationally.



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