

Shakey's Pizza hailed among Asia's Best Performing Companies at the ACES Awards 2022

PSE:PIZZA



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Shakey's Pizza Asia Ventures, Inc. (PSE:PIZZA), one of the leading casual dining restaurant chains and food service groups in the Philippines, garnered top honors at the 2022 Asia Corporate Excellence and Sustainability Awards (ACES) by MORS Group.

PIZZA was recognized as one of Asia's Best Performing Companies, bringing to the world-stage a taste of its "Wow Culture", an aspiration to deliver exceptional experiences to all its stakeholders.

Currently, PIZZA has 5 brands under its umbrella, namely Shakey's, the number 1 casual dining restaurant chain in the country; Peri-Peri Charcoal Chicken and Sauce Bar, a fast-growing chain in the roast chicken space; newly acquired Potato Corner (PC), the undisputed leader in kiosk-based flavored fries; and emerging brands R&B Milktea and Project Pie.

Led by President and Chief Executive Officer, Vicente Gregorio, PIZZA was able to hold its ground amidst the onslaught of COVID-19 towards the entire restaurant industry. Today, PIZZA emerges as one of the fastest growing food service companies in the country.

"Prior to the pandemic, Shakey's Pizza enjoyed an industry record of 16 consecutive years of double-digit topline and bottomline growth, broken only by the unprecedented COVID-19 global pandemic. But, despite the twist and turns brought about by COVID, we stayed true to our vision and our guest-centric approach, paving our way to recovery and, hopefully, a new double-digit growth run," said Gregorio.

The restaurant industry was among the hardest hit by COVID-19. During this time, PIZZA remained agile – making strategic pivots to serve guests through off-premise dining and focusing on the health and safety of its guests and employees to bounce back, bounce up, and bounce fast.

Among its key initiatives was Project Near and Ready (Nerdy), a program aimed at ensuring that all its store employees live within 30 minutes from their place of work, a paradigm shift in the restaurant industry. Nerdy promotes the health, safety, and well-being of PIZZA's employees and helps create crisis-ready stores by preventing operational disruptions during periods of strict quarantine restriction. To date, more than 80% of PIZZA's store employees live within the vicinity of its stores.

In anticipation of the Philippine economic reopening, PIZZA relaunched its store expansion program last year, opening 37 stores and generating hundreds of jobs in the process. In 2022, Peri-Peri effectively tripled its store network from when it was first acquired in 2019.

Furthermore, the Company took advantage of inorganic opportunities that arose during the pandemic. PIZZA acquired Potato Corner and consolidated it into the business in 2022. PC now serves as PIZZA’s new growth booster with over 1,300 stores globally. It is an avenue by which the Company can promote entrepreneurship for small and medium-sized enterprises. In the third quarter of 2022, as the pandemic continued to recede, PIZZA reintroduced its inclusive hiring programs catering to special communities, in particular, Love ‘Em Down, a program that provides job opportunities to individuals with Down Syndrome in partnership with the Down Syndrome Association of the Philippines. PIZZA also launched an initiative to hire senior citizens and persons with disabilities in all the company-owned stores in Manila in partnership with the local government.

Gregorio said, “We are in the business of serving people, giving our guests a venue to bond with their families over food and to create memorable experiences. The only way by which we can give wholehearted service is if our own people are prioritized and cared for. At PIZZA, guest centricity begins from within.”

According to Shanggari Balakrishnan, Chief Executive Officer of MORS Group, “The world needs more businesses that genuinely operate with care. Shakey’s Pizza Asia Ventures, Inc. proves that if you fight for the things you care about, you will eventually make your mark. All in all, remarkable growth, and certainly forerunner other players should watch out for.”

The ACES Awards is Asia’s most prestigious leadership and sustainability awards by Mors Group. Since 2014, various business leaders and corporations have been recognized because of their performance and commitment to sustainable and responsible business practices. This year, PIZZA’s affiliate company, Century Pacific Food, Inc. (CNPF), was recognized among Asia’s Most Influential Companies.



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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