

Thai Express Franchise Menu Answers Strong Demand for Fresh Asian Food

The menu blends savory, sweet, salty and tangy flavors to create a customized, made-to-order dining experience like no other

At Thai Express franchise, we've put countless hours into refining the menu to be the perfect blend of healthy, quick, and customizable (not to mention affordable). While a strong menu is not the only essential component of QSR franchise success, no one would deny that it's key. And the menu is, bar none, one of the most innovative and attractive in the QSR arena.

Thai food is exploding in popularity in the U.S., with 23% of millennials eating it regularly according to Edelman Digital. Thai Express is stepping in to meet this demand at a scale and level of consistent quality that no American QSR player currently does. Drawing on the years of experience of our [stellar management team](#), we've created a menu that strikes the perfect balance between simplicity and customizability, hitting a sweet spot for consumers who want freedom of choice without feeling overwhelmed.



"The Thai Express menu is unlike anything else currently in the Asian QSR market," says Senior Vice President of Development John Wuycheck. "Despite the huge demand for Thai food in America, as well as the overall growing demand for Asian food, there is no American QSR player currently capitalizing on this great opportunity. Thai Express is stepping in to meet this demand, rolling out in the U.S. with a carefully crafted menu that combines the tastiest of Thai cuisine with the convenience and affordability of a QSR concept."

Founded in 2004, [Thai Express took Canada by storm](#), growing to over 285 locations in the last decade. Tapping into a powerful, unfed demand for an authentic, fast and affordable Thai experience, Thai Express exploded in popularity to become not just the top Asian QSR in the country, but also one of the most recognizable restaurant brands in the nation. Bolstered by the support and leadership of franchise giants MTY Group™ and Kahala Brands™, Thai Express is entering the United States market where the

demand for Thai food has been rising for years.

Thai Express delivers authentic Thai flavors in a simple, highly customizable package

Asian food is the fastest growing segment of the restaurant market in the world. In fact, a recent story in *The Washington Post* notes that Asian cuisine, once a niche food, has grown at a rate of 500% since 1999. [Thai food is the next big trend](#) in this growing market. The cuisine is savory, sweet, salty and tangy, everything a menu needs to keep customers coming back for more.

Furthermore, Thai food is much healthier overall than the offerings of other QSR franchises. A recent CNN report notes that Thai cuisine ranks in the top 10 of healthy diets. Americans are consistently seeking healthy alternatives for dining on-the-go, which makes a Thai Express™ franchise an attractive option for QSR investors seeking new growth opportunities.

Of course, Thai Express franchise also differentiates itself from competitors in a specific implementation of the menu. Unlike mom-and-pop Thai restaurants with high prices and a dizzying array of confusing menu options, the core of the menu is elegantly simple. The Thai Express menu features authentic Thai flavors and just six traditional Thai base dishes that customers can combine, modify, and customize to create more than 300 different flavors. This versatility strikes the perfect balance between the freedom and simplicity that Americans want in a QSR experience.

Thai Express creates made-to-order, quality food in a short time

Unlike many other Asian QSR franchises, the food at Thai Express is not a mysterious, premade concoction sitting in a steam tray. We prepare the food with flair right in front of your customers, adding an element of transparency that's rare in the QSR space. Thai Express has [streamlined the processes and recipes](#) so that our franchises can consistently produce made-to-order dishes while you wait in as little as 3 minutes.



Customers love knowing that they can get a high quality, healthy meal for the same cost as a burger chain value meal in less time than it takes to make a microwave dinner. This combination of healthy options at the right price helps Thai Express stand out in the crowded QSR space. Furthermore, the streamlined processes also allow you as an owner to do a higher volume of sales, [increasing overall revenue](#) while keeping wait times down.

Food theatre makes Thai Express a destination dining experience

When customers seek out international cuisine, one of the hallmarks they're looking for is an authentic dish that reflects the culture of the region from which it comes. A key component of the Thai Express model is the Thai Heart, a model of compassionate thinking, friendly interaction and purpose-driven action that exemplifies Thai culture as much as it accentuates Thai cuisine.

This core philosophy permeates every part of [the Thai Express dining experience](#), and nowhere is this more evident than in the commitment to food theatre. We believe that the QSR experience should be more than someone tossing a grayish meat patty onto a bun and scooping up a cup of fries for the side. From the moment a customer approaches [a Thai Express location](#), they enter the food theatre. Everything from the colorful, inviting

design of the restaurant to the prompt, friendly service of the staff combines to create a dining experience that no one else in the QSR space can match.



Once the customer orders their food, the theatre experience continues, as the cooks put on an exciting show, preparing their order quickly and efficiently. This is [the sort of experience that customers won't soon forget](#), one that's certain to turn first-time visitors into loyal patrons.

Bring a Thai Express franchise to your community today

Thai Express is a low-cost investment opportunity with [high potential for growth](#) as we expand across the United States. Startup costs range from \$330,400 to \$731,700, depending on the model you choose. Since 2004, the brand has saturated the Canadian market with a business model built for entrepreneurs who are passionate about bringing an authentic and

affordable Thai food experience to their communities. The franchise fee for your first Thai Express franchise is \$30,000, and the franchise fee for multiple units can be discounted if certain conditions and criteria are met.

Find out more by visiting the [research pages on our website](#) or request a copy of our free [Franchise Information Report](#).