

## **Chef Hung Taiwanese Beef Noodle Irvine Announces 20% Grand Opening Special**

*Award-winning Taiwanese noodle house invites guests to grand opening celebration and to enjoy 20% off dining all day, Monday, October 24, 2011*

October 21, 2011 (FPRC) -- Fairchild Group, today announced the grand opening of the first Chef Hung Taiwanese Beef Noodle restaurant in the United States. Chef Hung is a restaurant that serves authentic Taiwanese beef noodle soup. The brand's first U.S. store, which opened in late August, will hold its official grand opening celebration at 11:45 a.m. Monday, October 24, 2011, at 2710 Alton Parkway, Ste. 117, Irvine, CA 92606. In addition, guests will receive 20% discount on all menu items, all day on October 24, 2011. The store will open to the public at 12:30 p.m. on that day.

"We are pleased to announce the opening of our first restaurant in the United States, at the popular Diamond Jamboree Shopping Center in Irvine," said Dr. Thomas Fung, Chairman of the Fairchild Group. "We hope that residents of Southern California will enjoy our award-winning noodles that originate from Taiwan, where we have won several awards and are acclaimed by the Taiwanese President, Ma Ying-Jeou."

Headquartered in Vancouver, Canada under the foods division of Canada's Fairchild Group, Chef Hung plans to expand its U.S. presence: The search for a Los Angeles area location is underway. Two stores in Beijing and one additional store in West Vancouver are scheduled to open this month. The chain's first store outside of Taiwan opened in Richmond, Vancouver, Canada in December 2009.

The local grand opening event, which will include a lion dance performance, ribbon cutting and sign unveiling, will be filmed by the Fairchild Group's national Chinese-language TV station from Canada. Video segments of the Irvine and West Vancouver stores' celebrations will be featured at the Chef Hung Global Grand Opening Ceremony to take place at the first store in Beijing China, which will open October 28.

### **About Chef Hung Taiwanese Beef Noodle**

The Chef Hung Taiwanese Beef Noodle brand are held by Fairchild Food (USA), Ltd, a division of Fairchild Group whose portfolio includes Beard Papa's, Daiso Store, Giordano Fashions, Strawberry Cones, Chef Hung and St. Germain Bakery. The Fairchild Group is a conglomerate based in Canada with substantial interests across a spectrum of business including media, information technology, retail, sourcing and wholesale, real estate development and management and North American business partnerships. For more information, please visit [chefhungnoodle.com](http://chefhungnoodle.com) or [fairchildgroup.com](http://fairchildgroup.com).

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**Keywords**

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