



COMPANY PROFILE



INTRODUCTION

The Bao Guys is not just a food brand — it's a bold movement redefining Asian street food through creativity, culture, and attitude.

Founded by *Uncle Bao*, a former Michelin chef from New York, the brand was born from a deep love for real, flavorful street food — the kind that hits your soul, not just your palate. After tasting a humble Asian bao from a street stall, he left fine dining behind and began a journey across Asia in search of authentic, vibrant flavors.

In Malaysia, inspired by its multicultural street culture, he found his home. That's where The Bao Guys began — wrapping identity, rebellion, and freedom into every bao.

Uncle Bao was once a Michelin chef in New York — sharp suits, perfect plates, no soul.

One day, he tasted a humble bao on the street — smoky, spicy, real. That bite changed everything.

He left fine dining, traveled Asia, and found home in Malaysia's vibrant street food culture.

That's where *The Bao Guys* was born — serving baos filled not just with flavor, but with freedom, story, and street spirit.





GUA BAOS

A traditional street food snack particularly found in Taiwan. It has since been popularised in the US and western culture by David Chang and Eddie Huang of [Momofoku](#) & [BaoHausNY](#).

It consists of a slice of stewed meat and condiments sandwiched between flat steamed bread known as lotus leaf bread. Wherever in the world this snack is found, it has never been seen as a fast food alternative.

The Bao Guys intend on changing that.

MISSION

To bring the bold, rebellious spirit of Asian street food to the world — one bao at a time.

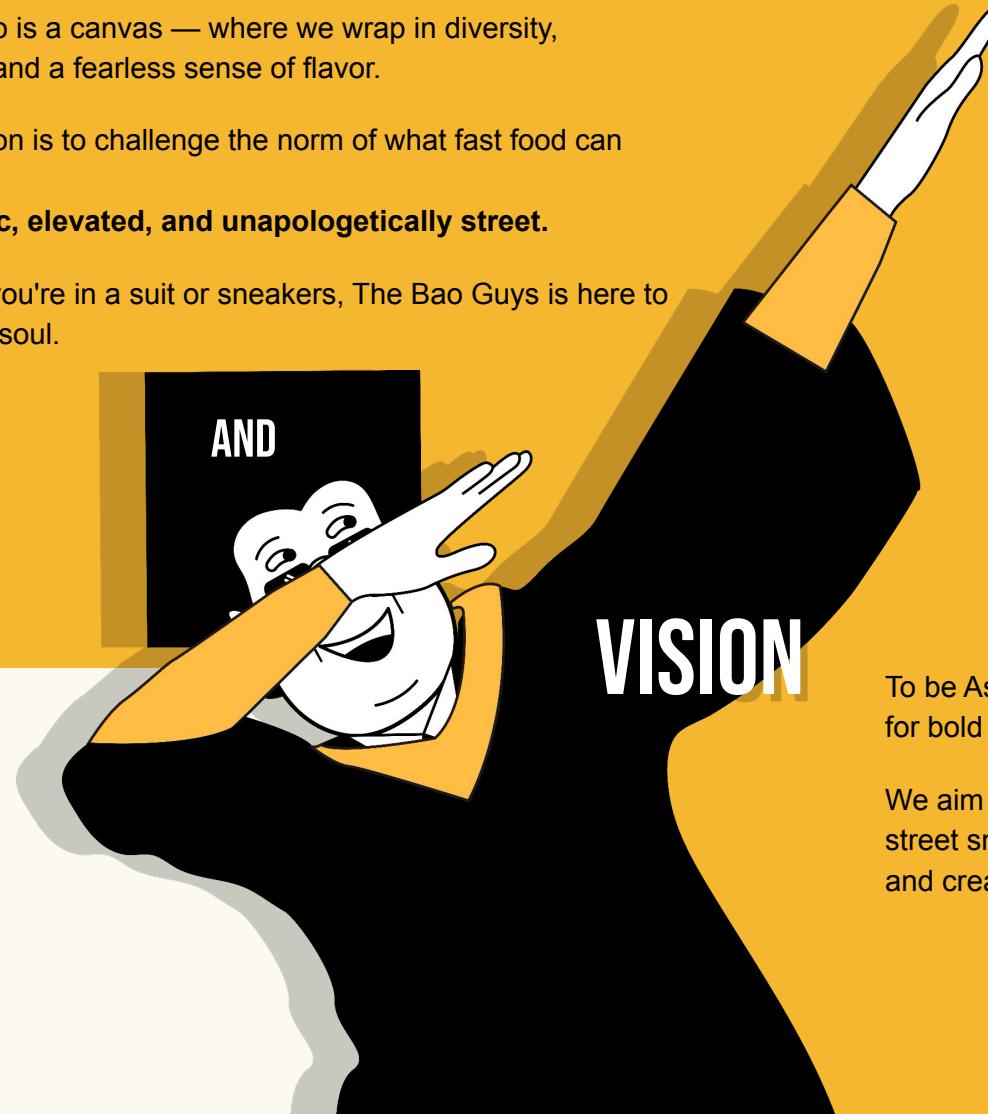
We are not just serving food. We are serving identity, culture, and attitude.

Every bao is a canvas — where we wrap in diversity, freedom, and a fearless sense of flavor.

Our mission is to challenge the norm of what fast food can be:

Authentic, elevated, and unapologetically street.

Whether you're in a suit or sneakers, The Bao Guys is here to feed your soul.



VISION

To be Asia's leading lifestyle street food brand — known for bold flavors, strong identity, and cultural storytelling.

We aim to make bao cool again by turning a humble street snack into a symbol of modern taste, freedom, and creativity — served fast, with soul.

PRODUCT RANGE



OUR BAOS

THE BAO
GUYS**MENU****SET ONE MAN SHOW - 1PAX**
**1 Bao +Fries(s)
+1 Drink** RM14.9
SET DOUBLE TROUBLE - 2/3PAX
**2 Any Baos+Fries (s)
+1 Drink** RM19.9
SET C- FOR 2 OR 3
**3 Any Baos +
Fries(R)+2 Drinks** RM33.9
SET D-LOADED NACHOS SET
**Loaded Nachos
+ 1 Drink** RM18.9
PICK YOUR BAOS**HOT CHICK**

Fried chicken tossed in our spicy glaze and cucumber. She's bold, fiery, and totally worth it.

**CHICK ME OUT**

Crispy fried chicken, slaw, and burger sauce in a fluffy bun. A classic with chicken good vibes.

**BEEF BE WITH YOU**

Spicycrispy beef with mala mayo and cucumber. Savoury, salty, and strong—just how we like it.

+RM1

**TERIYAKI BOY**

Marinated beef glazed in teriyaki (yay!) with wasabi mayo and greens. Sweet, tangy, and a little wasabi kick.

+RM2

**WHAT THE FISH**

Creamy battered fish, tangy slaw, and tomyum sauce. The catch of the day... in bun form.

+RM2

**QUACK ATTACK**

Roasted duck with honey sauce and lettuce. A bao that walks the walk and quacks the quack.

+RM2


Basko recommend

Best Seller
SIDE**LOADED BEEF NACHOS**

Beefed-up nachos with a spicy twist—mala beef, triple sauces (burger, wasabi mayo, mala), sesame, spring onions & pickled veg.

15.9

LOADED CHICKEN NACHOS

Chickened-up nachos with a spicy twist—mala beef, triple sauces (burger, wasabi mayo, mala), sesame, spring onions & pickled veg.

14.9

FRENCH FRIES (SMALL/REGULAR)

4.9/9.9

DIP CHEESE FRIED DUMPLING

coming soon

DUMPLING MALA NOODLE

coming soon

CAN DRINKS**PEPSI
LEMON TEA**

4.9

**7 UP
STRAWBERRY MIRINDA
MINERAL WATER**

OUR CONCEPT

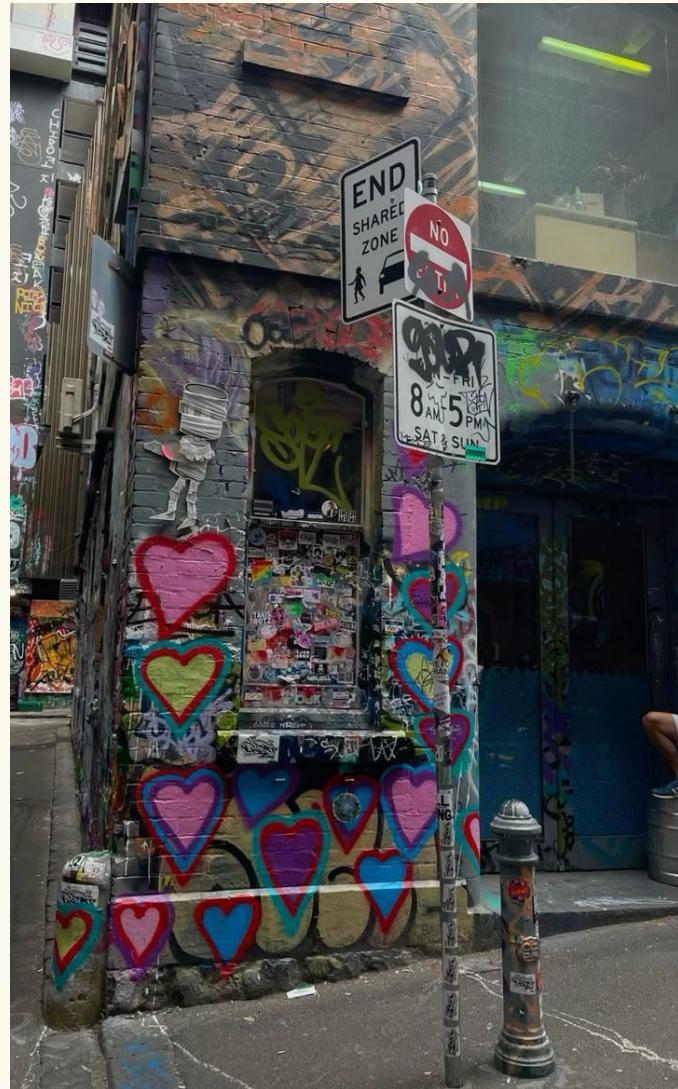
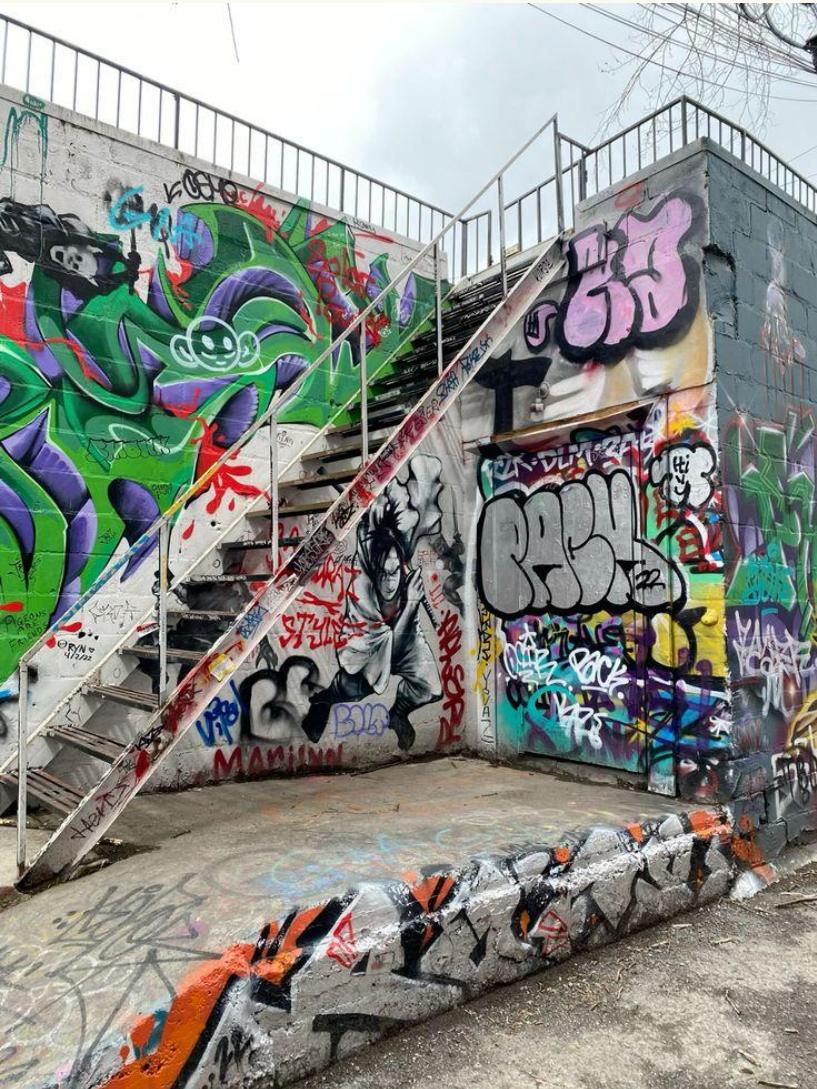
Born from the streets, not the suits.

The Bao Guys brings bold Asian flavors and raw street vibes into every bite.

We're not just serving food — we're serving attitude, identity, and rebellion.



OUR CONCEPT



OUR CONCEPT



COLLABORATIONS AND EVENTS



NOTABLE COVERAGE

TatlerAsia

L'OFFICIEL

BURO.

Lifestyle Print

THE
MALAYSIAN
INSIGHT

theSun
TELLING IT AS IT IS

TheStar

Newspapers

vulcan
POST

WOB

FUN N' TASTE
MALAYSIA

DISCOVERKL

KLOÉ

TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence

EDKL
EAT DRINK KL

SAYS
KL FOODIE

Online Pages

OUR AWARDS

SHIPBA AWARD

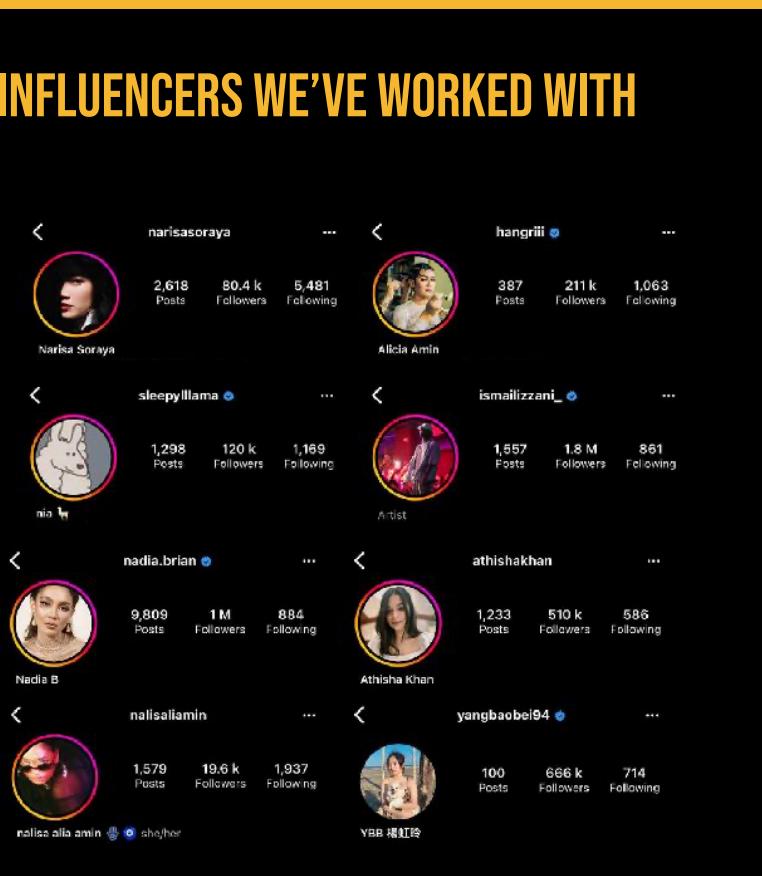


STRONG BRANDING & SOCIAL MEDIA PRESENCE

11K+ INSTAGRAM FOLLOWERS

10M KOL Network

INFLUENCERS WE'VE WORKED WITH



Over the past two years, our brand has actively engaged in collaborative campaigns with notable partners such as Zalora, LAZADA, Cycle & Carriage, Sime Darby Motors, BeauTyra, Signature Market, and more. These collaborations have been instrumental in establishing strong business ties and cultivating relationships with influencers and brands within our network.

Our successful collaborations empower us to seamlessly activate influencers and partner brands for various occasions, including grand openings, product launches, dynamic marketing campaigns, and collaborative initiatives. This track record reflects our commitment to fortifying our social media presence and creating meaningful engagements for our audience. Looking ahead, we are dedicated to expanding these fruitful partnerships and unlocking new opportunities for digital excellence.



THANK YOU

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