



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 [Momofuku](#) & [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.

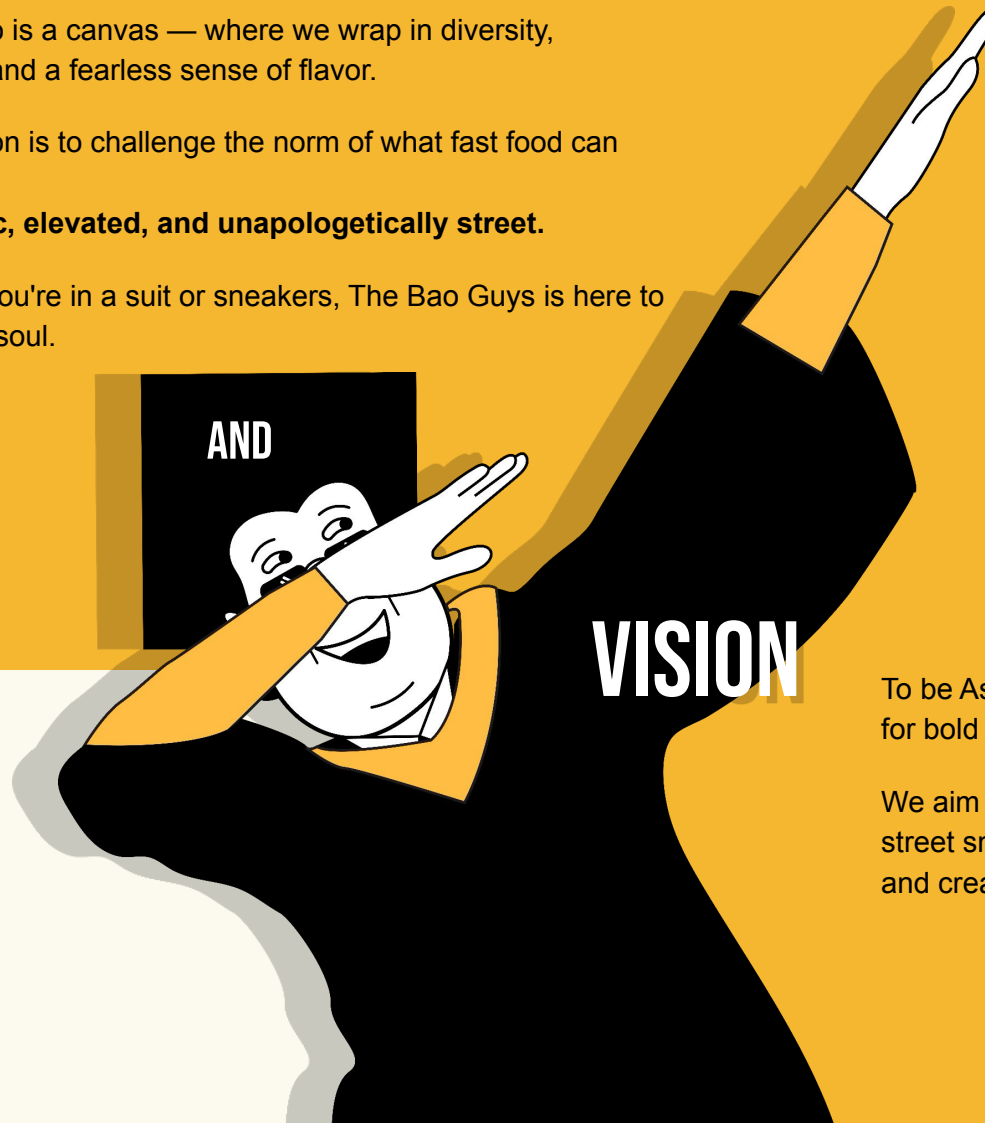
We are not just serving food. We are serving identity, culture, and attitude.

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 bao. A classic with chicken good vibes.



BEEF BE WITH YOU
Soy-marinated beef with mala mayo and cucumber. Savory, spicy, and strong—just how we like it. +RM1



TERIYAKI BOY
Marinated beef glazed in teriyaki topped with wasabi mayo and greens. Sweet, tangy, and a little wasabi kick. +RM2



WHAT THE FISH
Crispy battered fish, tangy slaw, and tomato sauce. The catch of the day... in bao form. +RM2



QUACK ATTACK
Roasted duck with hoisin 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

DRINKS

CAN DRINKS

PEPSI
LEMON TEA
4.9

7 UP
STRAWBERRY MIRINDA
MINERAL WATER



OUR CONCEPT

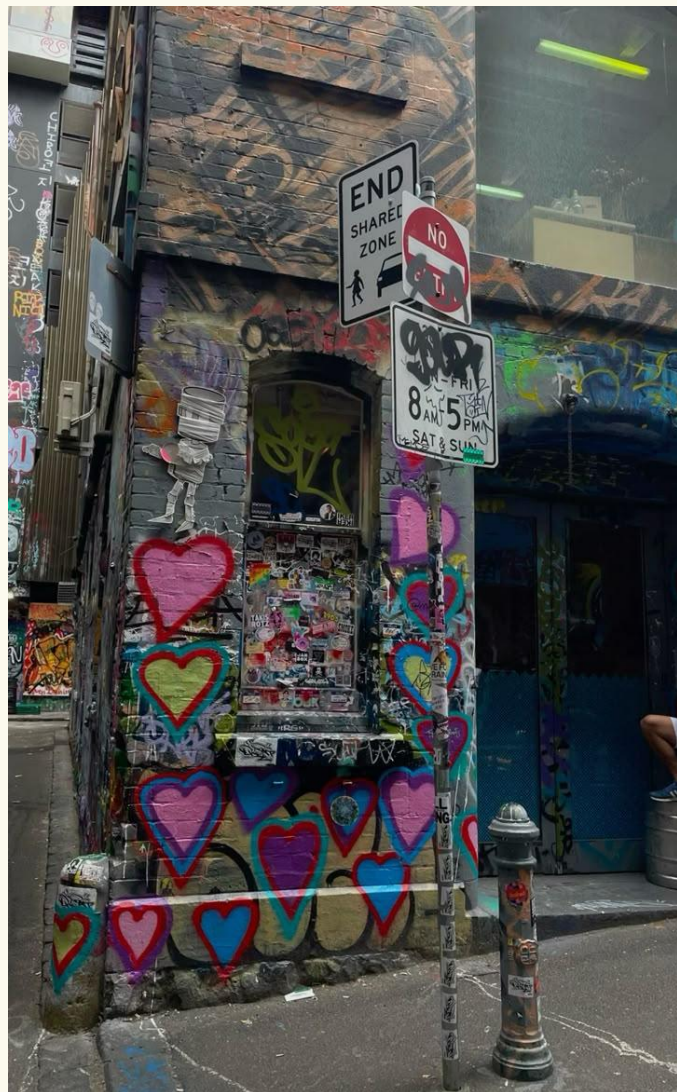
Born from the streets, not the suits.

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



ORMOND
GROUP

MOMO'S
Kuala Lumpur



SEGi
University &
Colleges



TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence



vivo



BeauTYRA



GrabFood



NOTABLE COVERAGE



Lifestyle Print



Newspapers



Online Pages

OUR AWARDS

SHIPBA AWARD











STRONG BRANDING & SOCIAL MEDIA PRESENCE

11K+ **INSTAGRAM FOLLOWERS** **10M** **KOL Network**



INFLUENCERS WE'VE WORKED WITH

 Narisa Soraya	2,618 Posts	80.4 k Followers	5,481 Following
 Alicia Amin	387 Posts	211 k Followers	1,063 Following
 sleepyllama	1,298 Posts	120 k Followers	1,169 Following
 Artist	1,557 Posts	1.8 M Followers	861 Following
 Nadia B	9,809 Posts	1 M Followers	884 Following
 Athisha Khan	1,233 Posts	510 k Followers	586 Following
 nalisalamin	1,579 Posts	19.6 k Followers	1,937 Following
 YBB 楊虹玲	100 Posts	666 k Followers	714 Following

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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