



## **DIN TAI FUNG® ANNOUNCES GRAND OPENING OF ITS NEWEST PORTLAND RESTAURANT AT PIONEER PLACE**

The family-owned restaurant is celebrating its second location in Oregon with a brand new store design, inspired by its origins and the community it serves

**PORTLAND, Oregon - September 12, 2023** – Din Tai Fung®, globally beloved for its authentic Chinese cuisine and warm guest service, is celebrating the grand opening of its latest restaurant at Pioneer Place in downtown Portland with an official ribbon-cutting ceremony on Thursday, September 28, located at 700 SW 5th Avenue (Suite 1040). The new addition from the brand, renowned for its meticulously handcrafted Xiao Long Bao, promises an upscale yet welcoming dining experience, crafting an ambiance ideal for momentous celebrations, intimate family reunions, and satisfying everyday cravings.

"The Pioneer Place Portland location is a special opening to us as it is a culmination of our brand's history, the art of Xiao Long Bao, and the spirit of the Pacific Northwest community," says Aaron Yang, Vice President of Din Tai Fung USA. "We are thrilled to welcome guests into an immersive space where they will get to experience time-honored culinary traditions, the innovative ambiance, and the inviting service that our restaurants are known for."

Designed by the acclaimed Rockwell Group, the store architecture seamlessly marries the essence of Din Tai Fung's rich history, which began in Taiwan in 1958, with the distinctive charm of the Pacific Northwest using moody tones and warm woods. Vibrant wall tiles and intricate screen patterns echo the aesthetic of the brand's inaugural store in Taiwan. The overarching design reflects the nuanced dumpling-making process, emphasizing themes of steaming, wrapping, stacking, and folding. The Pioneer Place location is the first of many featuring the new elevated restaurant concept from Din Tai Fung.

Xiao Long Bao, the dish that catapulted Din Tai Fung to fame in the early 1970s, remains central to its celebrated culinary repertoire. Handcrafted, each dumpling represents the culmination of an 18-fold process, ensuring the perfect marriage of a delicate skin with a rich, savory filling, often referred to as achieving the "Golden Ratio." This art form, perfected over decades, is a testament to Din Tai Fung's unwavering commitment to culinary excellence. Other guest favorites include Spicy Wontons, featuring Din Tai Fung's signature spicy sauce, and the hand-shaken Pear Lychee Martini, featuring Grey Goose La Poire Vodka and St-Germain.

### **About Din Tai Fung:**

Din Tai Fung, a globally acclaimed culinary icon renowned for the art of Xiao Long Bao, is on a mission to create first-class dining experiences through its unwavering commitment to excellence, quality and service. Originally founded as a cooking oil retail business in Taiwan in 1958 by Bing-Yi Yang and his wife,

Pen-Mei Lai, Din Tai Fung was reborn into a humble dumpling and noodle shop in 1972. Today, the Michelin-recognized restaurant brand continues to be family-owned and passed down through generations, with more than 170 locations in 13 countries worldwide.

Since its founding, Din Tai Fung has become synonymous with quality and precision for its delicacies rooted in Shanghainese cuisine and warm hospitality. Entering the North America market in 2000, Din Tai Fung opened its first U.S. location in Arcadia, California and has 13 locations to-date, offering an upscale yet inviting cultural dining experience. With each restaurant, each interaction, and each bite, Din Tai Fung aims to nourish human connection through celebration of culture and genuine care for people. For more information, please visit [www.dintaifungusa.com](http://www.dintaifungusa.com), [Facebook](#), and [Instagram](#).

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