



Photo Courtesy of Christian Thompson/Disneyland Resort.

## **DIN TAI FUNG® SERVES UP A TASTE OF TRADITION AS THE NEWEST CULINARY EXPERIENCE IN DOWNTOWN DISNEY DISTRICT AT DISNEYLAND RESORT**

- *The Michelin-recognized brand is celebrating the opening of its first standalone location, designed by the acclaimed Rockwell Group, with architectural elements paying tribute to the brand's cultural origins.*
- *To commemorate this magical moment, the restaurant company is releasing two limited-time collections of brand apparel, accessories and collectible pins, available only at this location once the restaurant officially opens in July.*
- *Dedicated to bettering the communities it serves, Din Tai Fung is pledging \$50,000 to sponsor the CHOC Children's Hospital's annual CHOC Walk in the Park, presented by Disneyland® Resort, which raises funds for programs, education and research for patients.*

**ANAHEIM, Calif. – June 21, 2024** – [Din Tai Fung®](#), the globally beloved restaurant brand known for the art of Xiao Long Bao and hospitality excellence, is opening its first-ever standalone restaurant in the Downtown Disney District (1547 S. Disneyland Drive) at Disneyland Resort in Anaheim, Calif. The restaurant will host a soft opening beginning June 24 and will be open [by reservation only](#) for limited menu service from 11:30 a.m. to 9 p.m. local time. The restaurant will be open for full-service in July.

The new 7,500-square-foot restaurant will be the only freestanding Din Tai Fung (DTF) location built from the ground up, infused with architectural and design elements that pay homage to the company's Taiwanese heritage.



“Opening our first standalone location in Downtown Disney District is an exciting chapter for us. We are immensely honored and excited to bring Asian-focused dining to the Downtown Disney District,” said Aaron Yang, Vice President of Din Tai Fung USA. “We’re looking forward to serving guests from around the world as they visit during their theme park adventures and we hope to invite them along on the Din Tai Fung journey celebrating culinary excellence and authenticity.”

**🎨 Art & Architecture:** Designed by the acclaimed Rockwell Group, the new restaurant's exterior is a dramatic, contemporary take on a traditional Chinese pavilion rooftop structure. A suspended, beaded installation over the circular central bar greets guests upon entering the restaurant, with traditional style Chinese pendants softly illuminating the space. DTF's signature immersive dumpling expo kitchen serves as a backdrop, inviting guests to witness the artistry behind the dumpling-making process firsthand.

The location features a climate-controlled patio area, with bamboo screens and landscaping contributing to guests feeling as though they were sitting in a garden. The dining rooms, one on each side of the central bar, are enhanced by exposed, curved ceiling beams that mirror the shape of the exterior roof and green tones that connect to the lawn outdoors.

**🧢 Decked Out in Din Tai Fung:** Once DTF officially opens in July, for a limited time, guests visiting the new restaurant will have the opportunity to join in on the celebration; the company is releasing two new, limited collections of brand apparel and accessories, available for purchase only at the Anaheim location while supplies last.



The first collection, titled *DTF Essentials*, is composed of streetwear-inspired apparel with unisex fits featuring an embroidered image of the original Din Tai Fung storefront in Taiwan.

The *Anaheim Collection* is a fun, character-driven line that features the restaurant company's mascot Bao Bao prominently across items of clothing and various accessories.

The company will also be launching sets of three collectible enamel pins, to be released later this summer in the collection's second drop.

“Something Din Tai Fung and Disney fans have in common is that they're both incredibly passionate communities,” said Danielle Alcock, Director of Marketing and Communications. “We wanted to share in this moment with our guests and thought, ‘What better way to do so than with something they could take home with them?’ We're excited by this limited release, from the collectible pins to the sweatshirt that showcases our original location, and we can't wait to see what pieces our guests gravitate toward most!”

**🐼 Celebrating with the Community:** To celebrate the opening, Din Tai Fung is proud to sponsor the 2024 CHOC Walk in the Park, presented by Disneyland® Resort, which brings the community together to raise funds for programs, education and research for patients at CHOC Children's Hospital. Din Tai Fung will be donating \$50,000 to support the annual event.



🍡 **Culinary Excellence:** Xiao Long Bao (soup dumplings), the dish that catapulted DTF to fame in the early 1970s, remain central to its celebrated culinary repertoire. Handcrafted, each dumpling represents the culmination of an 18-fold process, ensuring the perfect marriage of a delicate wrapper with a rich, savory filling, often referred to as achieving the “Golden Ratio.” This art form, perfected over decades, is a testament to DTF’s unwavering commitment to culinary excellence. Other guest favorites include Spicy Wontons, featuring the restaurant company’s signature spicy sauce, and the hand-shaken Pear Lychee Martini, featuring Grey Goose La Poire Vodka and St-Germain.

Starting in July, guests dining at the Downtown Disney District location will experience an expanded bar menu, inclusive of an extended wine list and a few additional liquor options. To make reservations, please visit Din Tai Fung’s [website](#) or the restaurant’s [Yelp page](#).

### **About Din Tai Fung**

Din Tai Fung (DTF), 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 in food, service and ambiance. Originally founded as a cooking oil retail business in Taiwan in 1958 by Bing-Yi Yang and his wife, Pen-Mei Lai, DTF 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, DTF has become synonymous with quality and consistency and known for its warm hospitality and delicacies with authentic flavors. Entering the North America market in 2000, DTF opened its first U.S. location in Arcadia, California and has 15 locations to-date, offering an upscale yet inviting cultural dining experience. With each restaurant, each interaction, and each bite, DTF aims to bring people together to inspire appreciation of culture. For more information, please visit [www.dintaifungusa.com](http://www.dintaifungusa.com), [Facebook](#), and [Instagram](#).

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