



## Philippines: PTT's Café Amazon eyes 20 more stores in 2020

**Apart from the projected new stores in 2020, its line of new drinks will also be introduced in all of its stores this December.**



PTT's non-oil business, Café Amazon, plans to open approximately 15 to 20 more stores in the Philippines next year to boost its presence in the country.

Over the weekend, Café Amazon opened its latest stores in Bacoor, Cavite and in J.P. Rizal in Project 4, Quezon City. Both are franchisee owned and operated stores.

The Bacoor branch was Café Amazon's fourth in the province of Cavite, while the J.P. Rizal shop was its third in Quezon City and fourth in Metro Manila.

"The reception of both the investors and the customers are overwhelming. We are barely new in the Philippine market, yet, people are so enthusiastic about the brand and the product itself," said PTT Philippines President and Chief Executive Officer Thitiroj Rergsumran.

Café Amazon was introduced in the Philippines in 2016 after PTT Philippines got the master franchise from its parent company in Thailand. It has since been expanding from the inside of a PTT station to malls and other commercial establishments.

A market leader in Thailand, Café Amazon was founded 17 years ago and has become successful in Thailand and overseas because of its continuous product development, good locations, and strong business partners.

Its more than 2,500 stores in Thailand has even grew to additional 200 shops in other countries like Cambodia, Laos, Myanmar, Japan, Oman, Singapore, China, and the Philippines.