

**“Pho to continue national expansion following strong 2023” –
20th February 2024, Restaurant Online**



TriSpan-backed Vietnamese restaurant group Pho is aiming to open six to seven sites this year following a 'strong' 2023.

The 40-strong Pat Marrinan-led group will return to Scotland this spring following a successful debut north of the border in St James Quarter Edinburgh in 2022.

Pho has taken the former Moss Bross in Glasgow city centre, on the corner of Renfield Street and St Vincent Street and will open in March.

The company also announced that it has completed a deal to take the former Doner Shack on Baker Street, London. The site build is under way, and the company has earmarked the site to open in April.

Pho has also announced its 43rd site will open in early summer in Norwich at 5 Queen Street, formerly an RBS bank.

Over the past year, Pho has opened six sites across the country, including Canary Wharf, London Bridge, Milton Keynes, Canterbury, Liverpool Castle Street (their second in the city), and Fulham Broadway.

The company has had another strong year, with sales set to exceed £72m, up from £58m the previous year. The business has reported +7.3% like for like sales for the 11 months to 14 January 2024, despite challenging economic conditions.

“There has been a lot going on this year which has impacted growth in the restaurant sector, most of which is beyond our control, so I'm incredibly proud of the way we've managed to ride the storm to deliver another strong year,” Marrinan says.

“On top of that we've opened six great sites, bringing Pho to new customers up and down the country and we're primed to continue our growth story over the next 12 months.”

Pho was launched by husband-and-wife team Stephen and Juliette Wall in 2005 in London.