

Anthem Asia Invests in Myanmar's Rangoon Tea House to Speed Up Burmese Restaurant & Lifestyle Group's Growth Plans

Investment enables RTH group to expand Yangon-based restaurant and outside catering businesses as well develop new food concepts and brands.

YANGON, MYANMAR, September 24, 2016 /EINPresswire.com/ -- [Anthem Asia](#), an independent investment and advisory group building sustainable businesses in Myanmar, today announced a partnership with [Rangoon Tea House](#) (RTH) to support the expansion of the iconic Yangon-based restaurant and lifestyle group.

The partnership will enable the RTH group to expand its current Rangoon Tea House restaurant and outside catering businesses as well develop new concepts and brands.

The award-winning* Rangoon Tea House restaurant has become a “must-visit” dining destination among local and foreign customers since opening in late 2014 in the heart of the heritage area of downtown Yangon.

Neither the size nor the structure of Anthem Asia's investment is being disclosed.

“We are delighted to back founder Htet Myet Oo, co-owners such as Isabella Sway-Tin and Simon Sao, and the RTH team, and their ambitious plans to create a flagship Myanmar brand,” said Josephine Price, co-founder and managing director of Anthem Asia.



Htet Myet Oo, founder of Rangoon Tea House, Myanmar



“At Rangoon Tea House we have pioneered a forward-thinking twist on traditional Myanmar dishes –

the result is food that is modern yet familiar in equal measure,” said Htet, who returned to Myanmar from the UK in late 2012. “Our goal is to offer a range of fabulous culinary experiences and highlight the wonderful—but often underappreciated—quality food products available in Myanmar.”

“With Anthem Asia as a partner, we will be able to accelerate our growth, enabling us to expand our current operations and roll out new services,” he added.

Rangoon Tea House is developing a larger restaurant and a Myanmar cocktail bar to replace its current first-floor premises in a historic department store on Yangon’s Pansodan Street. The new facilities are scheduled to open in November. RTH has created a central kitchen and is extending its outside catering services.



Burmese all-day dining at Rangoon Tea House

The group is developing and rolling out new food concepts and other business lines.

RTH is one of a number of B2C and B2B investments Anthem Asia has made in Myanmar the past three years. These focus on local brands that serve growing consumer and urban demand in Myanmar. Other B2C interests include Thalun international school and MOVE, an international standard fitness and wellness firm. B2B interests include creative digital agency Revotech; mobile data collection platform, Xavey, marketing communications businesses, Blink Agency and Zagar Communications, and serviced offices firm Hintha Business Centres.

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Htet Myet Oo, founder and co-owner of Rangoon Tea House

Anthem Asia was co-founded by Genevieve Heng and Josephine Price, both of whom have extensive investment and private equity experience growing companies in emerging

Asian markets. Other team members have significant investment and operational experience in Asia’s emerging markets.

*Winner: “Best Myanmar Restaurant 2016” Myanmar Dining & Nightlife Awards. Highly Commended, “Best Renovated Property 2015” Myanmar Property Awards

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About Anthem Asia

Anthem Asia is an independent investment and advisory group building sustainable businesses in

Myanmar. Anthem Asia has a permanent presence in Yangon. It supports the UN Principles of Responsible Investment. www.anthemasia.com

About RTH

RTH, a casual dining restaurant holding commendations of Financial Times and Myanmar Property Awards 2015, is located in downtown Yangon. The restaurant serves an all-day menu with a focus on local product, high quality ingredients and regional flavours. The contemporary Myanmar design, fused with colonial touches. Forbes Asia named co-founder Htet Myet Oo as one of the “30 under 30” young entrepreneurs to watch in 2016. <https://www.facebook.com/RangoonTeaHouse>

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