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**DALLAS, TX January 20, 2017** YUM! Holdings has sold Banh Shop, one of their emerging brand concepts, in a majority stock purchase to a Dallas restaurant group, Essential Asian LLC. YEB II, LLC is the entity which now holds the Banh Shop brand assets and intellectual property. This transaction will leave Essential Asian with 80% majority interest and Yum! Holdings retaining 20% in the emerging brand.

Banh Shop is a fast casual Asian concept which YUM developed to capitalize on the popularity of authentic Asian Bowls and Baguettes served in a variety of high traffic environments. The first airport Banh Shop was opened in Terminal D at DFW International Airport in 2015 and then expanded into the Toronto Pearson International and Vancouver International Airports.

Created by restaurant giants behind brands like Brinker International, PF Chang's China Bistro, Eatzi's, and YUM! Brands, Banh Shop Baguettes & Bowls is a contemporary Asian restaurant offering healthy and authentic options for every way people eat – bowls for fork eaters, soups for spoon eaters, and baguettes for hand-held sandwich eaters – making Banh Shop an excellent alternative to its competitors. Banh Shop's menu items feature authentic Asian soups, salads, sandwiches and bowls. Their Pork Meatball Bann Mi was named Best Sandwich in America by Restaurants and Institutions.

In the transaction, YUM Holdings sold 80% of the brand and intellectual property to Essential Asian while retaining a 20% interest in the concept. Management, operations, development and future franchising of Banh Shop will be the responsibility of Essential Asian.

"We are thrilled to have this partnership with YUM", said Ken Myres, CEO, YEB II LLC. "Banh Shop is a fantastic concept with a proven track record and we look forward to growing and franchising it in the U.S. and internationally. We have seen Banh Shop's success in the airport environment and are anticipating a number of new venues for the brand including drive-thrus and other high volume retail locations."

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