



Wow Bao Launches The Hot Buns Club and Creates Unique Digital CollectaBaos to Enhance its Points-Based, Bao Bucks Rewards Program

Wow Bao is the first virtual restaurant to combine a web3 integrated loyalty program with a traditional rewards program

CHICAGO, May 17, 2023 -- Wow Bao, the leading fast-casual Asian concept, announces the expansion of its web3 strategy, launching Digital CollectaBaos to enhance its points-based Bao Bucks loyalty program.

“Wow Bao has always been a pioneer in enhancing the dining experience with technology, forging a path for today’s innovations to become mainstream, ” said **Geoff Alexander**, President & CEO of Wow Bao. “By creating a digital collectible club, Wow Bao is leveling up the everyday loyalty program, and welcoming all diners to the future.”

In November, Wow Bao laid out its phased web3 strategy, which included this NFT-based extension of their Bao Bucks rewards program and the launch of metaverse vending machines. Their entry into this technology is a clear demonstration of the real-world utility of digital collectibles.

Customers have an initial opportunity to purchase these lively digital CollectaBaos from a first course minting, gaining access to Wow Bao’s cheeky yet chic Hot Buns Club. Club benefits include 10% off wowbao.com orders, 10% off Wow Bao merchandise, double Bao Bucks points, and chances to win additional CollectaBaos, free meals, and more. Additional courses, or mintings, of future CollectaBaos will offer more benefits and perks. Details of how to become an exclusive member can be found at the new [Hot Buns Club landing page](#).

Wow Bao commissioned NFT artist, [MANOVERMARS](#), aka MoM, to create the edgy, one-of-a-kind digital imprints. MoM is a full-time freelance artist who has worked with web2 brands like Macy’s, Visa, and Specialized, as well as web3 brands like 3Landers, Ben Mezrich, Froggy Friends, and many others.

Wow Bao's entrance into the digital collectible space cements its commitment to continually exploring leading innovative technology and finding unique ways to reach new diners. By engaging customers in new ways, the company continues to drive engagement and loyalty. It follows its early use of self-ordering kiosks in 2010, a fully automated front-of-house animated cubby experience in 2017, and, since 2020, the unprecedented growth of over 700 locations through their virtual dark kitchen program.

While Wow Bao has chosen [Devour](#) as its web3 ordering partner, Wow Bao is also partnering with [Flaunt](#) to both mint its Digital CollectaBaos and to integrate the program with its existing Bao Bucks Rewards program that is powered by [Paytronix](#). [Brightloom](#), a web3 consultancy, also provided strategic insight on the project.

About Wow Bao

Wow Bao is a fast-casual Asian concept started in 2003 in Chicago and now in nearly 700 locations across the U.S. as well as in grocery stores. Wow Bao is famous for its steamed bao, potstickers, dumplings, rice and noodle bowls. For more information, please visit www.wowbao.com or find us on Facebook, Instagram, and Twitter.

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