



Wow Bao Launches on Roblox, Becoming First Fast-Casual Restaurant to Integrate Rewards Program and In-Real-Life Perks in Metaverse

Innovative Campaign Brings the 'Hot Buns Club' to Life in Immersive, 3D Experience; Featuring Bao-Themed Avatar Item and Free Wow Bao

CHICAGO, April 10, 2024 –Wow Bao is once again breaking barriers with a full integration of its Hot Buns Club rewards program in the metaverse. US-based Roblox players who visit Wow Bao's virtual experience, [Dim Sum Palace](#), search for clues to unlock a free Bao-themed head UGC accessory, free Wow Bao product, and a chance to win Wow Bao for a year.

The digital and physical worlds collide in this groundbreaking campaign. After Roblox players join the Hot Buns Club to claim the limited-supply UGC items, they will receive a link via email for a free box of Wow Bao at their local grocer and be enrolled for a chance to win free bao for a year. Additionally, as a member of the Hot Buns Club they are eligible for exclusive rewards and benefits.

“Wow Bao has never shied away from being a trailblazer in technology and innovation,” said Geoff Alexander, president and CEO of Wow Bao. “By connecting gamers with our online ordering channels and rewards program, we are inviting new customers to experience our brand, rewarding our most frequent guests, and embarking on something that has never been done.”

How It Works

1. Upon entering the steamy, exclusive experience, players will be greeted by a DJ spinning beats and a dancefloor that is pumping with NPC's (non-playable characters). Signature Wow Bao paraphernalia is found throughout the club and guests can continue through mysterious doors and hallways into the Steam lounge, Momo's restaurant, and hidden Hot Buns Club speakeasy.
2. The free avatar item is hidden within the club, and players can uncover clues throughout as to how to claim the limited edition bao head accessory. Once in the experience, the DJ, head chef, and Wow Bao branded vending machines all hold hints on how to gain access to the free accessory and bao offer.
3. Upon visiting hbc.wowbao.com, they will be prompted to sign up (or sign in) to the Hot Buns Club rewards program, connect their Roblox account. Once completed, users will head back to Roblox to claim the item.

4. Players who have claimed their free UGC bao head accessory, will be entered to win free Wow Bao for a year and receive a free box of Wow Bao. As newly minted VIP members of the Hot Buns Club, they will earn exclusive benefits and a one-of-a-kind digital CollectaBao.
5. Beyond the initial launch, Wow Bao has plans for continued updates to the experience.

To bring this campaign to life, Wow Bao has partnered with Flaunt and Paytronix to power the integration between the Hot Buns Club rewards program and Wow Bao's virtual experience on Roblox. Wow Bao's virtual experience, Dim Sum Palace, was built by award-winning LA-based production studio, Sawhorse Productions. Wow Bao has chosen DevourGo as its exclusive web3 ordering partner.

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 more than 6,000 grocery stores. Wow Bao is famous for its 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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