



## **DIN TAI FUNG® NAMES AARON AND ALBERT YANG CO-CEOS OF NORTH AMERICA, LEADING THE BRAND INTO A NEW ERA OF GROWTH AND INNOVATION**

**August 12, 2024** — In a first for the family-owned company, [Din Tai Fung North America](#) has appointed its first C-level executives, naming second generation family operators Aaron Yang and Albert Yang co-CEOs. This historic move marks a new phase of strategic expansion across North America, with the restaurant brand now operating from coast to coast and expanding to Vancouver in 2025. Aaron and Albert, bringing a profound depth of experience and a bold, forward-thinking approach to leadership, are poised to guide Din Tai Fung North America into an era of transformative growth and innovation.

The son of Din Tai Fung founder Mr. Yang Bing-Yi and founder of the U.S. operations, Frank Yang, is now Chairman and will continue to guide his sons, Aaron and Albert, in this exciting new phase for the business. Aaron and Albert will continue to honor the rich culinary and cultural legacy established by the Yang Family more than 65 years ago in Taiwan. This change highlights the next chapter in the brand's evolution, blending time-honored heritage with contemporary strategies to elevate Din Tai Fung's presence and impact across the United States and Canada.

"We are deeply honored to lead our family's North America business through this exciting phase of growth and transformation," said Aaron and Albert Yang in a joint statement. "Our collective vision is to advance the organization while remaining steadfast in our commitment to excellence and quality established by our grandfather."

The Yang brothers, who have been integral to Din Tai Fung's success as Executive Vice Presidents of North American operations since 2023, will continue to collaborate on all business decisions while focusing on their specific areas of expertise and passion within the brand.



### **About Aaron Yang**

Joining the family business in 2014, Aaron focused on restaurant operations with the opening of South Coast Plaza and quickly ascended to an executive role, implementing cutting-edge technology and equipment that allowed Din Tai Fung to scale effectively and efficiently.

Aaron will continue to lead IT strategy and restaurant development, including construction, restaurant design and real estate in the U.S. and Canada. His approach to innovative design will enhance the Din Tai



Fung dining experience, capturing the renowned craftsmanship for which the menu is known, while honoring the unique heritage of the brand.



### **About Albert Yang**

Albert Yang entered the family business in 2015. His initial role managing key locations like South Coast Plaza and Santa Anita laid the groundwork for his later achievements in overseeing new openings, including Del Amo, Century City and Las Vegas.

Albert will continue to oversee operational excellence, including kitchen operations, food safety and quality. His dedication to a “people over profits” philosophy will elevate the brand as it continues to expand.

### **About Din Tai Fung**

Din Tai Fung (DTF), a globally acclaimed culinary icon renowned for the art of Xiao Long Bao, is on a mission to create first-class dining experiences through its unwavering commitment to excellence in food, service and ambiance. Originally founded as a cooking oil retail business in Taiwan in 1958 by Bing-Yi Yang and his wife, Pen-Mei Lai, DTF was reborn into a humble dumpling and noodle shop in 1972. Today, the Michelin-recognized restaurant brand continues to be family-owned and passed down through generations, with more than 180 locations in 13 countries worldwide.

Since its founding, DTF has become synonymous with quality and consistency and known for its warm hospitality and delicacies with authentic flavors. Entering the North America market in 2000, DTF opened its first U.S. location in Arcadia, California and has 16 locations to-date, offering an upscale yet inviting cultural dining experience. With each restaurant, each interaction, and each bite, DTF aims to bring people together to inspire appreciation of culture. For more information, please visit [www.dintaiungusa.com](http://www.dintaiungusa.com), [Facebook](#), and [Instagram](#).

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