



张亮麻辣烫®
ZHANGLIANG
我们不一样!

“

16

年
years

2008-2024

专注一碗麻辣烫

Focused spent
making MaLaTang

让世界爱上中国味道

Made the world fall in love with this Chinese flavor. ”



全球连锁加盟店面近

Global franchise stores nearly

60000

The number 60000 is rendered in a large, bold, orange font. It is surrounded by various food ingredients including green leafy vegetables, mushrooms, and other fresh produce, suggesting a focus on fresh ingredients in the franchise's offerings.

透过“数字”看张亮麻辣烫的深层投资价值

The potentials of investing in ZhangLiang MaLaTang can be reflected by numbers

The bottom of the page features a collection of various food ingredients such as mushrooms, green vegetables, and other fresh items, scattered across the dark background, reinforcing the theme of fresh ingredients.

先后在日本、美国、澳大利亚、加拿大、新加坡、新西兰、英国、韩国、西班牙、马来西亚、印度尼西亚、德国、荷兰、中国台湾、泰国等15个国家42个城市建立67家品牌门店，不断进行品牌升级，为辐射全球餐饮市场打下坚实的基础。张亮麻辣烫秉持包容、突破的态度，致力于传播中华饮食文化，为每一位外国友人和华人创造富有中国特色的用餐体验。

67 brand stores were successively established in 42 cities in 15 countries, Japan, the United States, Australia, Canada, Singapore, New Zealand, the United Kingdom, South Korea, Spain, Malaysia, Indonesia, Germany, Netherlands, CN Taiwan and Thailand. The brand was continuously upgraded, laying a solid foundation to cover the global catering market. Zhang Liang MaLaTang is committed to spreading Chinese food culture with the attitude of tolerance and innovations. Create a Chinese-style dining experience for every Chinese and foreign friend.



店面展示 STORE DISPLAY



“ 诚于心 · 信于行 ”

Sincerity in heart faith in action

创立至今,我们一直恪守
正直、简单、自律、担当、包容、尊重、真诚、信任
的企业核心价值观
让世界品尝到不一样的中国味道
传播中华饮食文化
打造享誉全球的中式快餐品牌

Since its establishment, we have always adhered to integrity, simplicity, self-discipline, responsibility, tolerance, respect, sincerity and trust as the core values of the enterprise.

Let the world taste a unique Chinese flavor
Spread Chinese-food culture
build a world-renowned Chinese fast food brand.

张亮麻辣烫与巨人共舞 ZHANGLIANG MALATANG WINS WITH PARTNERS

帮助加盟商成功的同时 也成就了自己的成功
While helping franchisees succeed, it also achieved its own success

第三届中国餐饮红鹰奖 中国餐饮品牌力百强 TOP20品牌	天府杯 十大川菜品牌	2021中国特色小吃 十大品牌	中华美食地标征集餐饮类 经典案例	东北亚餐饮影响力品牌
海外拓展成就品牌	技术创新十大品牌	中国3.15诚信企业	中国连锁创新奖	中国餐饮连锁加盟 最具潜力品牌
重质量守诚信餐饮名店 消费者公认满意食品	世界川菜影响力品牌	匠心传承小吃品牌	餐饮管理创新奖	受消费者喜爱的 火锅加盟品牌TOP10



我们不一样!