

Goldilocks eyes 40 more stores

Written by Administrator

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MANILA — Filipino-owned Goldilocks continues to expand not only in the country but also in North America and in Asia.

Celebrating 45 years, the company has 338 stores, of which 110 are company-owned and the rest franchised.

Goldilocks has 22 stores in the United States and two in Canada.

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Richard Leelin Yee, president of Goldilocks, said at Thursday's launch of Goldilocks Bakebook said the company has made significant strides due to its strong global brand.

Pinky Yee, marketing director, Goldilocks plans to set up 40 stores nationwide, targeting Pangasinan in Northern Luzon; Cebu and Iloilo in the Visayas and Cagayan de Oro in Mindanao.