

Headline	OKJ launches steak-and-salad restaurant		
MediaTitle	Bangkok Post		
Date	02 Jun 2026	Color	Full Color
Section	Business	Circulation	70,000
Page No	B03	Readership	420,000
Language	English	ArticleSize	278 cm ²
Journalist	Kuakul Mornkum	AdValue	THB 56,562
Frequency	Daily	PR Value	THB 169,686



FOOD

OKJ launches steak-and-salad restaurant

KUAKUL MORNKUM

SET-listed Pluk Phak Praw Rak Mae Plc (OKJ), operator of Ohkajhu restaurants, has launched “Grill & Ground”, a steak-and-salad restaurant concept, aiming to operate 15-20 stores within three years.

Chalakorn Eakchaipatanakul, chief executive of OKJ and the executive behind Grill & Ground, said the company decided to launch the new concept to serve a broader range of customer segments across its portfolio through its steak-and-salad offerings.

While Ohkajhu typically serves dishes designed for sharing, Grill & Ground has tailored its portion sizes to better suit solo diners and couples, he said.

He said he believes Grill & Ground will increase customer visit frequency, as Ohkajhu’s customers, who typically dine in family groups, tend to visit about once a week.

He said the company recognised the current economic situation and weaker consumer purchasing power as additional factors behind the launch.

The first location opens today at The Paseo Park in Thawi Watthana, Bangkok. The company is targeting five branches by 2026, with additional locations planned for the third and fourth quarters.

Mr Chalakorn added that four new



The interior of Grill & Ground’s inaugural Bangkok branch.

locations will open in suburban Bangkok, and the company is also considering inner-city sites.

According to the company, most new locations will involve renovating existing Ohkajhu branches with at least 300 square metres of space, typically those operating for over five years and due for refurbishment.

The next location to be converted into a Grill & Ground outlet is at Dadfa

Market Park in Bangna, Bangkok.

In addition to Grill & Ground, the company operates eight branches of Joe Wings, its fried chicken restaurant chain. The company plans to expand Joe Wings to about 20 locations by the end of this year, with most outlets located in Bangkok, according to Jirayuth Puwapoonpol, director and member of the executive committee.

Mr Jirayuth said Thailand’s restaurant

industry is expected to remain challenging in the second half of 2026, amid cautious consumer spending, a large number of restaurants in the market, and elevated logistics costs.

He believes the restaurant industry will continue to grow. Despite the challenges, he said the company is adapting to the rapidly changing market and continues to communicate its unique values to consumers.