

Post: Wayback Burgers in agreement to create meat alternatives



Created by [Brittany Bunk](#) on 28-Oct-2021

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Wayback Burgers, America’s favorite hometown burger joint, and one of the nation’s fastest-growing burger franchises, today announced that it has agreed to a Master Franchise Agreement with WB Burgers Asia, Inc. (WBBA), the publicly traded holding company of WB Burgers Japan Co., Ltd. Wayback Burgers also announced that it has partnered with, Next Meats Co. (NXMH), a Tokyo-based venture dedicated to creating delicious alternatives to meat products. Both partners, led by Koichi Ishizuka, will play a critical role in the success of its highly anticipated market entry and development strategy across Asia.

<https://www.qsr magazine.com/news/wayback-burgers-signs-master-franchise-agreement-drive-growth-asia>

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