

## SUBJECT

- Keith Lee Invests in Brooklyn Dumpling Shop in Landmark Multi-Year Deal - His First Brand Investment

## ORIGINAL PITCH

Hi XX — Good morning/afternoon!

I am reaching out here to share that [Brooklyn Dumpling Shop](#), a leading Asian-inspired fusion restaurant and consumer products brand loved by fans coast-to-coast, announced that **influencer and food critic, Keith Lee (+20M followers across social media platforms), has joined the brand as an investor as part of a landmark, multi-year partnership.** Structured as a long-term investment rather than a promotional endorsement, the investment and partnership reflect a deliberate shift and a defining moment for the brand and broader creator economy, aligning one of the most trusted voices in food with the brand's franchise expansion, retail growth, and national scaling roadmap.

Lee's investment represents a defining moment for both his brand and the broader creator economy. Known for his transparent, trust-driven reviews that consistently compel immediate consumer response, Lee has built one of the most influential food platforms in the world by championing brands he genuinely believes in. His decision to invest in Brooklyn Dumpling Shop reflects a deep strategic alignment between brand and voice, his genuine love for the food, and long-term confidence in the brand's product quality, leadership team, and scalable growth model.

The formal press release for this announcement is now live on [PR Newswire](#).



**Would you be interested in covering the announcement or in speaking with [Jeff Galletly](#), CEO of Brooklyn Dumpling Shop? Jeff is available to discuss the company's national growth strategy, the impact of creator-led partnerships on modern brand building, and how Brooklyn Dumpling Shop continues to evolve the fast-casual dining experience. He can also speak to what it means to have a genuine and landmark creator like Keith Lee invest in the brand.**

To celebrate the new partnership, Lee will make a pop-up appearance at [Brooklyn Dumpling Shop's Dallas location](#) on March 6, 2026, serving guests and engaging directly with the community.

Here are some points that Jeff can speak to:

- Influencer partnerships are evolving beyond paid endorsements, with creators increasingly taking on roles as partners and investors within consumer brands.

- Creator investment models are expected to become more common across food, hospitality, and retail, where brand affinity and purchasing decisions are closely tied to trust and community influence.
- In the current market environment, consumer trust has become one of the most valuable growth assets a brand can build, often driving stronger long-term returns than traditional advertising alone.
- Partnerships like this demonstrate how digital credibility can translate into measurable business impact, including sustained foot traffic, franchise interest, and revenue growth.

Additional points for consideration:

- With its first shop opened in May 2021, Brooklyn Dumpling Shop is continuously innovating and reimagining favorite fusion and classic flavors as exciting dumpling creations, alongside chef-curated bowls, bites, and boba.
- Brooklyn Dumpling Shop uniquely distinguishes itself in the dining industry by creating unique flavors that excite and delight, while focusing on quality and variety.
  - By revamping traditional dumplings with bold, innovative fusions, Brooklyn Dumpling Shop is revolutionizing the fast-casual dining experience with fresh, exciting concepts and crave-worthy creations, including **Korean BBQ Ribeye dumplings, Wagyu dumplings, Firecracker Chicken Sandwiches, and Boba.**
- Brooklyn Dumpling Shop is rapidly expanding through corporate and franchised shops, while establishing a growing presence in retail stores, online sales, and foodservice venues through its line of frozen dumplings.
- Brooklyn Dumpling Shop is backed by notable investors, including Keith Lee, Kevin O'Leary, Stephen Ross, Matt Higgins, The New York Yankees, and Patti LaBelle.
- The company is rapidly expanding with **22 and counting** corporate and franchise locations across the US and Canada, including New York City, Philadelphia, Dallas, Miami, and more.

**Please let me know if you would be interested in covering the news or in speaking with Jeff. [Here is the link to the press release again](#), and I've also included it below for easy access. If you're interested in attending the Dallas pop-up on March 6th, please RSVP through me by replying to this email—we'd love to see you there! I look forward to hearing your thoughts!**

Thank you,  
Elyssa

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## **Brooklyn Dumpling Shop Announces Investment & Strategic Multi-Year Partnership with Keith Lee**

*Landmark, Creator-Backed Partnership Kicks Off with March 6th Event*

**NEW YORK, NY – March 3, 2026** – [Brooklyn Dumpling Shop](#), a leading Asian-inspired fusion restaurant and consumer products brand loved by fans coast-to-coast, today announced that influencer and food

critic [Keith Lee](#) has joined the brand as an investor, marking a major milestone in the company's continued expansion and cultural momentum. Showcasing his love of Brooklyn Dumpling Shop's flavor and business model, Lee marks this multi-year partnership as his first investment in a brand.

As part of the official partnership launch, Lee, who has over 20 million followers across social media platforms, will make a pop-up appearance at Brooklyn Dumpling Shop's Dallas location on March 6, 2026, celebrating the partnership, serving guests, and engaging directly with the community. The first 100 guests in line will receive complimentary brand merchandise. Additional details about the pop-up appearance will be announced via Lee's TikTok [@keith\\_lee125](#). Brooklyn Dumpling Shop will also be a featured vendor at Lee's first-ever [FamiLee Day](#), taking place on May 16, 2026, at UNO Lakefront in New Orleans. The one-day festival will include food experiences, live music, carnival rides, and a family obstacle course.

Lee's investment represents a defining moment for both the brand and the broader creator economy. Known for his transparent, trust-driven reviews that consistently compel immediate consumer response, Lee has built one of the most influential food platforms in the world by championing brands he genuinely believes in. His decision to invest in Brooklyn Dumpling Shop reflects a deep strategic alignment between brand and voice, his genuine love for the food, and long-term confidence in the brand's product quality, leadership team, and scalable growth model.

"In addition to our active current partners, as our team thought about who else would be a dream addition to our broader team, every one of us said 'Keith Lee'. Keith has built his reputation on great food, authenticity, and trust—which is what we're all about," said Jeff Galletly, Chairman and CEO of Brooklyn Dumpling Shop. "When we connected with Keith's team, it was then a dream come true to learn he loved our food and wanted to make us his first investment. It validated the strength of our brand, products, and long-term vision. As we continue to expand across North America, having a globally recognized partner who not only drives organic demand, but also understands taste, quality, and what consumers want, strengthens our value proposition for our team, fans, franchisees, retailers, and investors, and will allow more people to try our incredible food."

"I've always believed that food brings people together, and that's what stood out to me about Brooklyn Dumpling Shop. It's creative, it's accessible, and it doesn't cut corners on flavor," said Keith Lee. "Partnering with Brooklyn Dumpling Shop is about more than just great food, it's about community, culture, and creating experiences people can enjoy and trust. I'm excited to be part of what they're building and to help introduce even more people to something special."

With 22 operating locations, a pipeline of new development across both the U.S. and Canada markets, and an ever-growing consumer packaged goods and foodservice presence, Brooklyn Dumpling Shop continues to position itself at the intersection of culture, convenience, and great food, with a globally inspired menu of bold fusion bites. The partnership with Lee reinforces the brand's commitment to enduring strength, thoughtful expansion, cultural relevance, and building long-term value for everyone involved.

To find the nearest shop or retailer near you and for more information about Brooklyn Dumpling Shop, please visit [www.brooklyndumplingshop.com](http://www.brooklyndumplingshop.com).

### **About Brooklyn Dumpling Shop**

Brooklyn Dumpling Shop is a pioneering Asian-inspired fast-casual food brand offering innovative fusion menu items in its shops, in the frozen food aisle and at venues of any kind. Believing food brings cultures together and that “Everything’s Better in a Dumpling”™, the brand has reimaged favorite fusion and classic flavors as exciting dumpling creations, alongside chef-curated bowls, bites, and boba. Brooklyn Dumpling Shop is a digitally-native brand that continues to believe in the importance of great flavor, convenience, and ensuring a strong spirit of hospitality. With 22 locations and counting across the US & Canada, the brand is rapidly expanding through corporate and franchised shops, while establishing a growing presence in retail stores, online sales, and foodservice venues through its line of frozen dumplings. Brooklyn Dumpling Shop is backed by notable investors, including Keith Lee, Kevin O’Leary, Stephen Ross, Matt Higgins, The New York Yankees, and Patti LaBelle. To learn more, visit <https://www.brooklyndumplingshop.com> or follow the company on [TikTok](#), [Instagram](#), [Facebook](#), and [LinkedIn](#).

### **About Keith Lee**

Keith Lee is a nationally recognized digital creator and cultural influencer known for his impact on small businesses and community-driven storytelling. He rose to prominence through his authentic and transparent restaurant reviews on TikTok, where his focus on independently owned establishments has driven measurable economic impact for local businesses across the United States.

Keith’s influence has been formally recognized at the highest levels. He was named TikTok’s Creator of the Year at the first-ever TikTok Awards in the United States, a milestone honor reflecting his leadership and trust on the platform. In 2025, he was included on TIME’s 100 Most Influential Creators, acknowledging his role in shaping modern digital culture. He is also a Forbes 30 Under 30 honoree for his use of media to create real-world outcomes.

Beyond accolades, Keith is known for maintaining a values-driven approach to his work. He consistently emphasizes integrity, faith, and service, using his platform to uplift communities and advocate for fairness, transparency, and opportunity. Through his work, Keith Lee has redefined the role of digital influence, demonstrating how credibility and purpose can drive lasting impact across industries.

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## First Followup

Hi XX—Good morning/afternoon!

I know things can get pretty busy, so I wanted to bring this to the top of your inbox! [Brooklyn Dumpling Shop](#), a leading Asian-inspired fusion restaurant and consumer products brand loved by fans coast-to-coast, has recently announced that **global influencer and food critic, Keith Lee (+20M followers across social media platforms), has officially joined the brand as an investor in a multi-year partnership.** This investment is a strategic, long-term partnership that represents a milestone for the brand and broader creator economy, aligning Keith's trusted food expertise with the brand's national growth and retail expansion.

**Would you be interested in covering the announcement or in speaking with [Jeff Galletly](#), CEO of Brooklyn Dumpling Shop? Jeff is available to discuss the company's national growth strategy, the impact of creator-led partnerships on modern brand building, and how Brooklyn Dumpling Shop continues to evolve the fast-casual dining experience. He can also speak to what it means to have a genuine and landmark creator like Keith Lee invest in the brand. We're also happy to check in on Keith's availability for an interview on the new partnership, as well.**

The formal press release for this announcement is now live on [PR Newswire](#), and it can also be viewed in my previous email, below. If you would like to view additional images for your use, please find a Google Drive folder linked [here](#).

Here are some points that Jeff can speak to:

- Influencer partnerships are evolving beyond paid endorsements, with creators increasingly taking on roles as partners and investors within consumer brands.
- Creator investment models are expected to become more common across food, hospitality, and retail, where brand affinity and purchasing decisions are closely tied to trust and community influence.
- In the current market environment, consumer trust has become one of the most valuable growth assets a brand can build, often driving stronger long-term returns than traditional advertising alone.
- Partnerships like this demonstrate how digital credibility can translate into measurable business impact, including sustained foot traffic, franchise interest, and revenue growth.



To celebrate the new partnership, Lee will make a pop-up appearance at [Brooklyn Dumpling Shop's Dallas location](#) on March 6, 2026, serving guests and engaging directly with the community. Additional points for consideration can be found in my original email below.

**Please let me know if you are interested in covering the news or if you'd like me to coordinate an interview with Jeff or Keith.** I look forward to hearing back from you!

Thank you!  
Elyssa

### Second Round Follow-Up:

Hi XX—Good morning/afternoon!

**I wanted to circle back here to see if you'd be interested in covering the news about global influencer and food critic, Keith Lee (+20M followers across social media platforms), officially joining Brooklyn Dumpling Shop as an investor in a multi-year partnership? Jeff Galletly, CEO of Brooklyn Dumpling Shop, is available to discuss the company's national growth strategy, the impact of creator-led partnerships on modern brand building, and how Brooklyn Dumpling Shop is evolving the fast-casual dining experience.** He can also discuss the significance of having global influencer, Keith Lee, invest in the brand. We're also happy to check in on Keith's availability for an interview.

The formal press release for this announcement is now live on [PR Newswire](#), and it can also be viewed in my previous email, below. If you would like to view additional images for your use, please find a Google Drive folder linked [here](#).

This investment is a strategic, long-term partnership that represents a milestone for Keith, Brooklyn Dumpling Shop, and the broader creator economy. Lee's transparent, trust-driven reviews that consistently drive foot traffic and support of brands he genuinely believes in underscores the significance in his investment in Brooklyn Dumpling Shop as his first brand partnership. This reflects a deep strategic alignment between brand and voice, Keith's genuine love for the food, and long-term confidence in the brand's product quality, leadership team, and scalable growth model.



To celebrate the new partnership, [Lee made a pop-up appearance at Brooklyn Dumpling Shop's Dallas location](#) on Friday, March 6th, serving guests and engaging directly with the community. Additional points for consideration can be found in my original email below.

**Please let me know if you are interested in covering the news or if you'd like to speak with Jeff or Keith, I am happy to coordinate.** I look forward to hearing your thoughts!

Thank you!  
Elyssa