

## Denver-based Asian fusion chain opens sixth Bay Area location



Brothers Eddie Truong and Edwin Truong opened the first Teriyaki Madness location in Sunnyvale and fifth in Silicon Valley on Saturday.

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A Denver-based Asian fusion chain with locations in over 40 states and three countries is expanding in the Bay Area, opening its sixth local spot in Sunnyvale.

Teriyaki Madness at 134 E El Camino Real celebrated its grand opening on Saturday. The 1,400-square-foot site took over half of the former KeyPoint Credit Union bank, which shuttered shortly after the coronavirus pandemic.

At the helm of the Sunnyvale franchise are brothers Eddie and Edwin Truong.



Edwin Truong and Eddie Truong opened the first Teriyaki Madness location in Sunnyvale. The chain now has six Bay Area locations.

“My mom is a Vietnamese refugee who escaped a war-torn country to make a better life for herself and her family,” Eddie Truong said at the event celebrating the restaurant’s opening. “It is the reason why my brother and I have a better life today.”

Truong said the opening of the family’s first restaurant is a continuation of his mother’s legacy as a business owner.

“My mom opened a small retail business in Eastridge Mall,” Truong told the Business Journal. “It was called Eddie’s Crafts ... and it was a [party] favor store.”

Inspired by local flea markets, Truong said his mother picked up thrown-away party favors, deconstructed them and taught herself how to create party favors for events, such as quinceañeras.

California State Treasurer Fiona Ma credited diversity and small businesses as the distinguishing factors that make the state such an economic success, surpassing Japan as the world’s fourth-largest economy last month.

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“I’m the oldest child of immigrant parents,” Ma said. “Our parents come here, they may be licensed and certified in their home country, but when they get here, what do they do? They open up a small business and they work hard, and they employ many people.”

‘It’s a heavy investment’

Teriyaki Madness Sunnyvale currently employs 25 to 35 people. The eatery is on a 10-year lease at the Sunnyvale site, in what Truong said was a nearly \$1 million investment.

Truong said it took over two years to get the site open, citing rent costs and landlord negotiations as major struggles. He added that because the location was previously a bank, a rezoning application had to be submitted, furthering the delay of the restaurant’s opening.

Truong, whose background is in politics, said he’s familiar with the restaurant industry’s complexity, and knows competition is fierce.

“It’s one of the lowest profit margin businesses,” Truong said. “It’s a heavy investment, maybe I’ll make back a return in five years or longer, I don’t know.”

He added that investing in a franchise made sense as there’s already somewhat of a playbook to leverage market research and implement best practices.

For Edwin and Eddie’s mother, Lieu Bach, the opening of her sons’ first franchise is a heartfelt dream realized through resilience.

“I’m very happy and I’m proud of my sons,” Bach told the Business Journal.