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Food & Lifestyle

Upscale AYCE barbecue chain is coming to Milpitas' Great Mall



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Chubby Cattle BBQ plans to open its first Bay Area location at the Great Mall in Milpitas.

SEKSAN MONGKHONKHAMSAO



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Story Highlights

- Chubby Cattle BBQ plans December 2025 opening in Milpitas.
- Restaurant offers all-you-can-eat wagyu barbecue and interactive dining experience.
- Great Mall location chosen for high foot traffic.

Chubby Cattle BBQ plans to open its first Bay Area location at the [Great Mall in Milpitas](#) by the end of 2025, bringing its upscale all-you-can-eat wagyu barbecue concept to the region.

“We are currently planning to open in late 2025, with a tentative target of December,” said Crystal Du, marketing manager for the Chubby Group, in an emailed statement. The final layout and seating capacity for the restaurant are still being determined.

Founded in Las Vegas, Chubby Cattle is known for its premium meats and interactive dining model, where customers grill their selections tableside. The Milpitas location will feature its signature offerings, including wagyu beef sourced from Japan, Australia and the company’s American ranch, Du said.

The restaurant will also serve a range of seafood options such as Argentinian red shrimp, scallops and uni, alongside a curated lineup of appetizers and side dishes, she said. The menu aims to appeal to both first-time diners and seasoned food lovers.

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“Our menu reflects the diversity of our customer base, offering something for everyone,” Du said. “We’re excited to bring this experience to Milpitas.”

According to Du, Chubby Cattle selected the Great Mall for its [high foot traffic and regional draw](#). She said the company saw Milpitas as a natural fit for its brand, citing the city’s vibrant community and rising demand for experience-driven Asian dining concepts.

“We see great alignment between our brand and Milpitas’ growing interest in high-quality, experience-driven Asian cuisine,” Du said.

Chubby Cattle BBQ operates under the Chubby Group, which also runs other dining concepts focused on wagyu and hot pot, she said. Its restaurants are often positioned in high-traffic urban and retail corridors with dense residential and visitor populations.

The company has not disclosed lease terms or buildout costs for the Milpitas site. The location will join a growing roster of national and international restaurant brands opening at the Great Mall, a property managed by [Simon Property Group](#).

T H E L I S T

Asian-Owned Businesses in Silicon Valley

2024 revenue

Rank	Prior Rank	Company name
1	1	ASI Corp.
2	2	Novo Construction
3	3	New Tech Solutions Inc.

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