



PRESSMEDDELANDE -17 FEBRUARI 2026 10:05 [Dela](#)

## O'Learys and Bowltech scale up their partnership with a focus on Europe

O'Learys Group is strengthening its partnership with Bowltech, which for many years has supplied bowling solutions to a large number of O'Learys restaurants. The expanded partnership focuses on joint expansion in Central Europe.

The partnership is intended to facilitate expansion in prioritized markets such as Benelux, the DACH region and the Nordics by offering future O'Learys franchisees a competitive turnkey concept and an efficient establishment process.

“We are excited to take the next step in our strategic partnership with Bowltech. Central Europe is a key part of our expansion strategy, and this partnership gives us the conditions to grow faster while maintaining a high level of quality. It is a significant advantage both for us as a company and for our current and future franchisees,” says Mattias Lamberg, Chief Business Expansion Officer, O'Learys Group.

As a market-leading European supplier of bowling products, Bowltech has a strong focus on developing and modernizing the bowling experience, fully aligned with the O'Learys concept. The fact that two leading companies within leisure and social gaming are now strengthening the collaboration represents a significant advantage and creates opportunities to further refine and develop the shared offering.

“We are pleased to continue our long-standing collaboration with O'Learys. Their strong concept and international growth ambitions create a solid platform for delivering high-quality bowling solutions. We look forward to supporting their continued expansion across selected European markets,” says Casper Dudok, Bowltech International.

### Ämnen

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[Hotell-, restaurangverksamhet](#)

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[O'Learys](#)

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O'Learys is a Swedish franchise brand founded in 1988 in Gothenburg, Sweden and operated by O'Learys Group. Today, the brand has more than 100 locations worldwide and offers a complete eatertainment experience, combining sports, social activities and American-inspired food in vibrant, welcoming settings. O'Learys Group also owns Harrys and Sing Sing Karaoke, with a total portfolio of more than 110 locations worldwide.

For more information, visit [www.olearysgroup.com](http://www.olearysgroup.com) or [www.olearys.com](http://www.olearys.com).