



## **BreadTalk Group leads Singapore's Tea Craze with the official opening of TaiGai (台盖)**

**SINGAPORE - 5 September 2018** - BreadTalk Group Limited ("**Group**") announced on 21 May 2018 that it has through the Group's wholly-owned subsidiary, Together Inc Pte. Ltd. entered into a joint-venture ("**JV**") agreement with Shenzhen Pindao Food & Beverage Management Co Ltd ("**Pindao**") to incorporate BTG-Pindao Venture Pte. Ltd. ("**BTG-Pindao**"). BTG-Pindao will operate and manage the popular tea beverage brands TaiGai (台盖) and Nayuki (奈雪) in Singapore and Thailand, with a first right of refusal to operate in Malaysia, Indonesia, and Philippines.

Founded in 2015, TaiGai (台盖) originated from Shenzhen, China. Its name pays tribute to Taiwan ('Tai' or 台), the place where milk crowns were first invented; and 'Gai' (盖) representing its iconic MILKY KISS. Perfecting the art of balancing milk-cheese to fruit ratio with precision, TaiGai (台盖) became the first brand to popularize the fruit-blended milk cheese crowns, FRUITY MILKY KISS - a rich yet refreshing topping that perfectly complements its pulpy fruit-blended teas

Since then, the brand opened over 60 stores in China alone and revolutionised the Chinese tea scene with fresh fruits used predominately in the teas. TaiGai (台盖) is careful to retain its natural fragrance and sweetness to complement the taste and aroma of each cup of tea. It's simple and playful store atmosphere has also made TaiGai (台盖) one of the most popular hangout spots amongst consumers around town.

Today, the first TaiGai (台盖) flagship store officially opens at NEX Serangoon shopping mall. With the opening, TaiGai (台盖) is set to liven up the current specialty tea market in Singapore with their own signature offerings and healthier tea options using mainly fresh fruits and premium quality teas in their concoctions. NEX Serangoon Mall is located in the north-eastern region of Singapore and serves as the social and recreational hub for residents living in the area.

On the official opening of TaiGai (台盖)'s first flagship store, Mr Henry Chu, Group Chief Executive Officer says "We are excited to bring this exciting and refreshing tea beverage experience to our consumers in Singapore. In recent years, there is a rising demand for novelty tea beverages with different brands mushrooming around our city state. I believe that through our strong operational track record and brand management experience, we are optimistic of delivering the iconic TaiGai (台盖)'s MILKY KISS and FRUITY MILKY KISS drinks to capture the hearts and taste buds of consumers."

Following the opening of the first TaiGai (台盖) flagship store today, the Group plans to open another nine TaiGai (台盖) stores in Singapore and Thailand next year.

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### ***About BreadTalk Group Limited***

Founded as a bakery brand in Singapore in 2000 and listed on the SGX in 2003, BreadTalk has rapidly expanded to become an award-winning F&B Group that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. With close to 1,000 retail stores spread across 18 territories, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Bread Society, Thye Moh Chan, The Icing Room, Sō and Una-Yu. The Group has a network of owned bakery outlets in Singapore, PRC, Malaysia, Hong Kong and Thailand as well as franchised bakery outlets across Asia and the Middle East. It also owns and operates the world-renowned Din Tai Fung restaurants in Singapore and Thailand, as well as the award-winning Food Republic food atria in Singapore, China, Taiwan, Hong Kong and Malaysia. In 2018, BreadTalk Group will open its first Din Tai Fung restaurant in London.

### ***About Shenzhen Pindao Food & Beverage Management Co Ltd***

Founded in Shenzhen in 2014, Pindao has established four premium and fashionable brands of tea beverage – Nayuki and Tai Gai in 2015, followed by Li Shan and 27Fruits in 2018. With a focus on product innovation and unique consumer experiences, they have won customers over throughout the region and have their sights set on expanding their presence in new markets. With more than 100 stores in the 14 major cities in China including Beijing, Shanghai, Guangzhou, Shenzhen, Wuhan, Chengdu, Hangzhou, Nayuki and Tai Gai are located in most of the key shopping malls, and have become two of the most iconic brands in China. Pindao is expected to develop nearly 300 new stores in the primary business areas across China, and Singapore is its first overseas market followed by other neighbouring regions in the pipeline. Comprising more than 3,600 employees, Pindao has established a strong operations management and logistics support team to further the company's expanding business. The company aspires to bring tea culture to the world, and is dedicated to providing customers with a premium lifestyle experience.

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