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## PRESS RELEASE

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# BreadTalk wins prestigious Hong Kong Design for Asia Award 2004

- *The only Singapore company recognised for its total brand solutions, BreadTalk has always believed that having a quality brand leads to business success*

**SINGAPORE -- 17 November 2004 --** SESDAQ-listed food & beverage chain **BreadTalk Group Limited** (“BreadTalk” or the “Group”) today announced that it has won the prestigious Design for Asia Award 2004 (“DFA”) from the Hong Kong Design Centre, the organiser of this year’s **Business of Design Week 2004: Lifestyle Asia** (“BODW”) held in Hong Kong.

The Awards will be presented at a gala dinner tomorrow evening.

BreadTalk is the only Singapore company among 11 other companies around the world who won the DFA award. Other winners include Sony Corporation (for its *CLIE PEG-UX50*); Toyota Motor Corporation (*Prius*); Samsung Electronics Co. Ltd. (*SyncMaster 173P LCD Monitor and the SV50L7 series DLP Projection TV*), and Yamaha Motor Co. Ltd. (*Passol electric scooter*).

The DFA award recognises the most commercially effective designs in Asia and seeks to promote design excellence and awareness amongst businesses and the public, underscoring the fact that good design is key to the quality of life and business success.

In a press statement issued yesterday, Mr Freeman Lau, Chairman, Board of Directors, Hong Kong Design Centre, has this to say about the DFA awards: “This important award is presented to those companies from around the world whose designs have proven uniquely influential in Asia. Through their innovative and pragmatic designs, these businesses are winning commercial success. This year’s winners range from innovative IT products to personal accessories and interior design and much more; disparate as they are, they all share the common characteristics of unfettered creativity, quality of the highest order and a unique impact for the Asian market.”

Dr George Quek, BreadTalk’s Group Managing Director said, “When we first introduced the Flosss bun in 2000 which propelled the BreadTalk brand to stardom, we reinforced a very strong bread culture which distinguished ourselves from traditional bakeries. Today, the BreadTalk brand has created waves beyond Singapore’s shores, to neighbouring countries in the region, even as far reaching as Beijing and the Middle East. Being highly-scalable, our brand has transcended geographical and cultures borders and has evolved into a truly living brand.”

“We’re indeed gratified that BreadTalk has gained recognition from an international panel, and we hope that winning this award will propel our brand to greater heights and increase brand equity,” Dr Quek added.

**About BreadTalk**

*Founded in 2000, BreadTalk has grown to become a recognisable brand in the food and beverage industry in Singapore. The brand is known for the way it has revolutionised the culture of bread consumption with its visually appealing, aromatic and unique-tasting products. To date, the brand has 24 bakery outlets in Singapore, and has also gone regional with seven wholly-owned stores in Shanghai and one in Beijing; seven franchise outlets in Jakarta and one in Surabaya; one franchise outlet in Taiwan; and two franchise outlets in each country - Kuwait, Malaysia and the Philippines.*

*In addition, the Group has diversified into the restaurant business, opening the world-renowned Din Tai Fung restaurant which was rated by The New York Times as one of the world’s top 10 restaurants in 1993. Started in Taiwan more than 30 years ago, Din Tai Fung built its reputation on its famous xiao long bao – flavourful meat stuffing and stock wrapped with delicate yet firm dumpling skin.*

In 2004, BreadTalk received a merit award at SIAS Most Transparent Company Awards. BreadTalk's efforts at building strong brand equity have also earned it numerous awards, including Singapore Promising Brand Award (SPBA)'s "Silver Award" in 2004, "Singapore Most Distinctive Brand Award" in 2003 and 2004, as well as the "Singapore Most Popular Brand Award 2002" awarded by the Association of Small and Medium Enterprises (ASME) and Singapore Press Holdings. In 2002, Group Managing Director Dr George Quek also clinched the "Entrepreneur of the Year" award given by ASME and the Rotary Club of Singapore.

**About Business of Design Week 2004: Lifestyle Asia**

Held at the Hong Kong Convention and Exhibition Centre from 16 to 21 November 2004, **Business of Design Week 2004: Lifestyle Asia** ("BODW"), organised by the Hong Kong Design Centre, is a gathering of top designers and brand experts in Hong Kong. Besides an International Conference and Forum led by industry experts, it also comprises a Design Exhibition showcasing regional design and innovative excellence, as well as an outreach exhibition entitled "Detour – Wan Chai" held in various venues in Wan Chai district. [www.bodw.com.hk](http://www.bodw.com.hk)

**About Hong Kong Design Centre**

Hong Kong Design Centre ("HKDC") is a non-profit organisation founded by the Hong Kong Federation of Design Associations Limited, with support from the Hong Kong SAR Government and the Hong Kong Jockey Club Charities Trust. Aiming to help business excel through design, HKDC shoulders the mission to equip Hong Kong with a rich source of innovative products and services, and design talents across all disciplines, and to establish Hong Kong as the design hub of Asia. [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

For more information on the Design for Asia Award 2004, please visit [www.dfaaward.com](http://www.dfaaward.com).

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