

## **BREADTALK GROUP LIMITED**

Registration No. 200302045G

### **NEWS RELEASE**

*The Culinary Library: Food Republic's third Edition*

## **Food Republic cooks up a storm at Suntec City Convention Centre**

**- BreadTalk opened its 3<sup>rd</sup> Food Republic food atrium in  
Singapore -**

**Singapore, 17 May 2007** – SGX SESDAQ-listed BreadTalk Group Limited ("BreadTalk" or the "Company"), a leading lifestyle F&B group, is pleased to announce the launch of its third Food Republic food atrium in Singapore on 15 May 2007.

Food Republic cooks up a storm at Suntec Singapore with its third and latest creation. All five senses are touched, refined and upped several notches with top of the crop hawkers in an "Old Europe" ambience.

This simply means still having the wide selection of local food while providing a distinctive feasting experience that would whet any palate. Diners can expect quality food offerings that Food Republic is known to present – there are 14 stalls and 4 mini-

restaurants as well as a kiosk, all carefully handpicked for their consistently mouth-watering victuals.

### **The Ambience...**

Located on the first level of the convention centre, Food Republic occupies 15,000 sq feet. This includes an outdoor seating area of 2000 sq feet.

Conceptualised as a gentleman's library in 19-Century Europe, the décor harks of old world glamour and modern elegance. Even the service crews are outfitted in designer attire that recalls Victorian elegance and restraint – and to add to the experience, all food is served on fine china.

The 600-seat atrium is ensconced in designer wallpaper with facsimiles of a library wall lined with books. Special displays showcase antique bookends, chandeliers and other odds-and-ends from that long-forgotten era, adding old world charm to the whole dining experience. This new old-fashion library setting transports diners to another time and place, while they get to enjoy the delicious heritage recipes from the various specially selected food vendors.

### **The Stars...**

Stalls were handpicked based on several criteria:

- Heritage recipes, authentic flavours and traditional businesses that have been passed down through generations.
  - Recognised names among local diners and food critics.
- 1) Xing Chen Bak Kut Teh – A mini restaurant noted for the peppery soup and juicy pork ribs, a traditional recipe from Old Balestier road.
  - 2) JB Ah Koong Fishball - Stall famous handmade fishballs and fishcakes from JB.
  - 3) Sergeant Hainanese Chicken Rice – Stall serving traditional Hainanese chicken rice.

- 4) Jiale Cantonese Roast – This mini restaurant would be the 3rd outlet from their famous roast store at Marina foodloft.
- 5) Yong Soon You Tiao – Stall popular for their butterfly fritters, xian jian bing, you tiao, silky bean curd and fresh soya bean drink.
- 6) Toast Box – from the makers of BreadTalk, famed for their aromatic coffees and thick toasts.
- 7) Rumah Kampong – serving delectable muslim dishes and sides, a sister company of Le Vela Café.
- 8) What You Do Prata –Indian cuisine with celebrity fans! Delicious paper pratas and curries.
- 9) Thunder Tea Rice – Stall from Capital Square, a popular PMEB haunt serving healthy, wholesome meals of mainly vegetables and nuts, the star dish is actually the Thunder Tea that jolts your senses from the first sip.
- 10) Capitol Prawn Noodle – Stall with 20yrs experience in the food industry, the owner knows all about the ingredients that goes into a good prawn noodle soup.
- 11) Fish Supreme – Stall with more then 10 yrs experience in sourcing for the best fish and freshest ingredients.
- 12) Yong Heng Fried Hokkien Mee – with 12 outlets all over the island, Yong Heng has a regular flow of customers.
- 13) Hamoru Japanese Restaurant – This mini restaurant being the 8th outlet in Singapore commonly known as Koh’s Grill at Wisma, their ingredients are specially flown from Japan twice a week.
- 14) Fortunate Restaurant – Feast on a huge variety of freshly made traditional dim sum.

## **The People...**

Food Republic Suntec City, the third food atrium to open in Singapore, is brought to you by the same people behind BreadTalk-. The first Food Republic is located at Wisma Atria Level 4, creating waves in Singapore as the first 60s-style food atrium, while the second Food Republic, located at Level 3 VivoCity keeps bringing in the crowds with its early 20th-Century take on Asian food culture.

*\*Note: Digital images of food and interior are available upon request.*

## **About BreadTalk Group Limited**

*Founded in 2000, BreadTalk has become a distinctive Singapore brand that has gained international appeal. Renowned for the way it has revolutionised the culture of bread consumption with its visually appealing, aromatic and unique-tasting products, the Group owns and operates 59 bakery outlets in Singapore, the PRC and Thailand. The BreadTalk brand has also rapidly expanded in the region with 80 franchised outlets across Asia and the Middle East.*

*In 2003, the Group diversified into the restaurant business by operating the world-renowned Din Tai Fung brand of restaurants, known for its xiao long bao meat dumplings in Singapore. Din Tai Fung, which originated from Taiwan more than 30 years ago, was rated by The New York Times as one of the world's Top 10 Best Restaurants in 1993. Currently, the Group operates five Din Tai Fung restaurants in Singapore – Paragon, Junction 8, Tampines Mall, Wisma Atria and Raffles City.*

*In 2004, BreadTalk clinched the coveted Design For Asia Award from the Hong Kong Design Centre, as well as the Most Transparent Company Award organised by the Securities Investors Association of Singapore (Runner-Up, SESDAQ category) in 2004 and 2005.*

*In 2005, BreadTalk penetrated further into the China market by acquiring Topwin Investment Holding Pte Ltd, which owns and operates food atriums under the award-winning brand-name Megabite in the PRC. The Group now owns and operates 23 food atriums in Singapore, PRC and Hong Kong.*

*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 and "Gold Award" in 2005, "Most Distinctive Brand Award" in 2003, 2004 and 2005, as well as the "Most Popular Brand*

Award” in 2002 and 2005 awarded by the Association of Small and Medium Enterprises (ASME) and Singapore Press Holdings. The Group had also won the CitiBusiness SPBA (Singapore Promising Brand Award) Regional Brand Award 2006. This was a new award created to honour past SPBA winners who had succeeded in making its mark in new regional markets and extended its growth and brand name to different countries. Similarly, its efforts at building brand equity reaped fruits in Shanghai as it won the 5 Star Diamond Award presented by the World Brand Laboratory in the PRC in 2006.

BreadTalk’s continued innovative drive in F&B concepts also led to its foray in setting up Charcoal, a Japanese Yakiniiku restaurant at St James Power Station, an entertainment multiplex in Singapore in December 2006. This new venture, (alongside 2 other concepts – What You Do Prata and Din Tai Fung Noodle Bar) come under the auspices of The Station Kitchen – a unique supper restaurant housed within the sprawling entertainment concept.

In November 2006, Group Chairman, Dr. George Quek won the Ernst & Young Emerging Entrepreneur of the Year 2006 Award. Dr George Quek also clinched the “Entrepreneur of the Year” award given by ASME and the Rotary Club of Singapore in 2002.

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