



Media Release

Singapore, 8 February 2007

Marché International opens Marché VivoCity, its first wholly owned and managed Marché™ restaurant outside of Europe

Marché™ opened its doors to the public today at VivoCity and at the same time, started a new chapter in the Company's history.

Marché VivoCity is the first outlet in the Asia-Pacific region to be wholly owned and managed by Marché International, at a cost of over SGD3.5 million. This flagship outlet will serve as the model restaurant as well as the training centre for franchisees in the region.

"With this Asia-Pacific flagship in Singapore, we will understand first-hand the unique cultural diversities and taste preferences of Asians. It will allow us to expand in the region with confidence and offer our partners and franchisees better ideas and solutions tailored for the Asian market," said Mr Josef Dohmen, Director of Culinary, Marché International for Asia Pacific Region.

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Marché International is a division of the famous Swiss Mövenpick group. Renowned for its steadfastness to high Swiss quality and

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management standards, Marché International aims to bring Swiss-styled freshness and efficiency to its Marché VivoCity outlet.

Located on the scenic roof garden of VivoCity on Level 3, Marché VivoCity spans 675 sq.m. (7,267 sq ft) and sits 240 patrons. Like its predecessors, Marché VivoCity will feature Marché International's original "front cooking" concept, staying true to the basics of Freshness, Quality and Transparency. Patrons will be treated to the familiar range of Swiss favourites such as rösti (a signature dish), spring chicken seasoned and roasted to perfection in the authentic rotisserie, hearty soups and crepes served with fresh fruits and Mövenpick ice creams.

In addition, patrons at Marché VivoCity can look forward to a new dish, seafood paella (a popular Spanish rice dish), created specially for the Asian palate for which rice is a staple and served in Marché™ for the very first time.

"We have decided to introduce seafood paella to offer our customers a rice dish that we feel best infuses the traditional tastes and skills of European cooking. Making good paella is an art as the delicate balance between each ingredient, the weight and thickness of the heavy pan, right down to the cooking time - all need to be just right. We believe Singaporeans will find our paella simply delicious," enthused Mr Thomas Sjömsul, General Manager, Marché VivoCity.



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Other new offerings include an extensive and imaginative selection of the freshest seasonal vegetables at the colourful salad bar, a wood-fired grill using apple wood to achieve a unique taste and aroma, fresh homemade pasta, mixed, kneaded and rolled out daily, as well as an in-house bakery providing freshly baked European bread all day long. In time, Marché VivoCity also intends to incorporate a Brunch concept that has proven to be very successful in Europe.

In creating the most holistic Swiss experience, patrons will find themselves sitting down to a homely meal surrounded by authentic and typically Swiss décor. Much effort was taken to simulate a tranquil Swiss mountain village. Five-hundred-year-old antique wood from two well-preserved huts from Adelboden, a village in the Alpine mountains were carefully dismantled, shipped in and painstakingly rebuilt log by log inside the restaurant. Even the fittings used within the huts, like the hinges, locks, door knobs and frames are original.

Swiss craftsmen were also flown in to replicate these huts using traditional construction techniques and transform them into the three main sitting areas within the restaurant. The stunning interior comes complete with mountain rocks, spring well and even a cable car imported from Saas-Fee, a village in Switzerland. The cable car was built in 1963 and was used to transport passengers from the village to the mountains until 1998.

Under the Marché™ Fresh Concept where high standards of freshness and quality of the products and produce used are complemented by



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the informal "market place" atmosphere, patrons get to enjoy healthy food prepared with greater transparency right in front of them.

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About Marché International

Marché International first opened in Germany in 1983 and now has over 70 Marché™ outlets worldwide. The restaurants in Switzerland, Germany, Austria, Slovenia and Norway are owned and managed by Marché International, while those in South Korea, Indonesia and Malaysia are franchises. The outlet in Singapore is the first to be owned and managed by Marché International outside of Europe.

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The five divisions of the Mövenpick Group pursue activities in the fields of restaurants, hotels and food. Together with its management and franchise operations, the Mövenpick Group reports sales of roughly CHF 1,142.0 million for the 2005 business year. Mövenpick employees over 10,000 people all over the world. The bearer and registered shares of Mövenpick Holding with domicile in Cham/Switzerland are listed on the Swiss SWX exchange.