

NEWS RELEASE

PrimaDeli Goes Halal – Singapore’s First and Biggest Halal Bakery Franchise

SINGAPORE, 17 May 2007 – PrimaDeli, Singapore’s first home-grown bakery franchise and the longest running Singapore food franchise, has received the Halal food certification from MUIS, the Islamic Religious Council of Singapore – a first for an established Singapore bakery franchise.

With the Halal certification, PrimaDeli can now extend its wide range of freshly-baked pastries, buns, breads and premium quality cakes to the Muslim community at 38 retail outlets islandwide.

The Halal certification provides assurance to the Muslim community that the food does not contain ingredients which they are forbidden to consume, such as alcohol, pork and other meat that have not been prepared according to Islamic rituals.

In order to be Halal-certified, all PrimaDeli production premises and retail outlets had to be thoroughly inspected and audited by the MUIS authorities. Staff were also interviewed and several recipes were modified so as to factor in Halal ingredients. The certification process took more than a year to complete.

Ms Pansy Wong, Deputy General Manager of PrimaDeli Division, Prima Food Pte Ltd, said: “PrimaDeli was launched in 1992 and we have been established in the market for about 15 years. We feel that it is an opportune time for us to tap into the Halal market and increase our customer base. The global Halal market has about 1.4 billion people worldwide, and going Halal will certainly put us in an advantageous position.”

She added: “With the culinary expertise of our master chefs and our strong emphasis on research and development, we have the capability to cater to the growing demand of the Muslim community without compromising on the delicious quality and range of our products.

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Furthermore, the Halal certification brings the PrimaDeli franchise system one step further by providing potential business opportunities to the Muslim community. In fact, we expect to open another 10 or more PrimaDeli franchise outlets over the next two years.”

Currently, all PrimaDeli retail outlets operate under the franchise system. The system provides franchisees with premium quality products as well as comprehensive professional training and support that include outlet concept development and marketing. The franchise system allows for the franchisor to focus on food manufacturing, research and development while partnering like-minded entrepreneurs to operate the retail front, thus ensuring steady business growth. In recognition of its successful franchise system, PrimaDeli has received awards including the Franchise Excellence Awards and the Singapore Franchise Mark .

To qualify for a franchise, the potential franchisee must possess an entrepreneurial spirit, the drive to succeed, the necessary business acumen and enjoy running his or her own business. The franchise fee is S\$40,000 for a full bakery outlet and S\$25,000 for a kiosk for a six-year term. The kiosk concept was conceptualised to take advantage of small but good sites with high traffic.

To attract more franchisees, PrimaDeli is constantly improving and updating its outlet concept and image in addition to introducing new and interesting products. Its R&D team regularly develops new baked goodies to keep its product range fresh and exciting while meeting consumers’ demands.

As one of Singapore’s top cake retailers, PrimaDeli offers more than 200 varieties of cakes for birthdays, full month, wedding, special occasions, and everyday indulgence for kids and adults. It also offers more than 100 varieties of pies, puffs, tarts, cookies, buns and breads.

“PrimaDeli is known for fresh and absolutely delicious premium quality cakes. And our cakes are often the top choice for special occasions and celebrations. Now, Muslim customers can also celebrate their special occasions with our wide range of highly popular cakes, as well as savour our pastries, buns and other baked treats,” said Ms Pansy Wong, Deputy General Manager of PrimaDeli Division, Prima Food Pte Ltd.

The company expects annual retail sales to grow by an average of 15-20 per cent over the next 3 years.

In 2002, PrimaDeli was awarded Superbrand status, recognising PrimaDeli as one of the top

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brands in Singapore for market dominance, longevity, goodwill, customer loyalty and overall market acceptance. PrimaDeli also received the Hazard Analysis Critical Control Point (HACCP) Certification in 2000 for exacting food safety and hygiene standards in its frozen dough production – a strong export business for the company. For more information on PrimaDeli, please visit www.primadeli.com.

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ABOUT PRIMADELI

PrimaDeli is Singapore’s first home-grown bakery franchise and the longest running Singapore food franchise. The franchise is managed by Prima Food Pte Ltd, a subsidiary of Prima Limited.

PrimaDeli has received several awards and certifications including the Franchise Excellence Awards, the Singapore Franchise Mark as well as the HACCP Certification for exacting food safety and hygiene standards. PrimaDeli has also been accorded Superbrand status.

With the success of the PrimaDeli bakery, the company has built a strong export business for its frozen dough products. It supplies frozen dough to foodservice operators in the region as a quick and easy solution for high quality bakery items.

Prima Food also manages Prima Taste, the brand synonymous with authentic Singapore food. Prima Taste ready-to-cook pastes and sauces are now exported to more than 15 countries, and Prima Taste franchised restaurants have opened in more than 10 cities including Singapore, Vancouver, San Jose, Shanghai, Beijing, Hangzhou, Taipei, Jakarta, Bandung, Surabaya and Manila.

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Issued on behalf of : Prima Food Pte Ltd
By : Foreword Communications Pte Ltd
Contact : Ms Sylvia Lim or Ms Jasmine Sim
Telephone : 6338-5918
Mobile : 9876-7176 or 9686-2859
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