



MARKET

Twenty-one years of history behind the art of brewing gourmet coffee has not dampened O'Coffee Club's spirit of innovation. Its commitment to 100% consumer satisfaction has delighted and charmed hundreds of thousands, year after year.

O'Coffee Club's effortlessly rich heritage belies a hardworking purpose to continuously delight customers. Through its offerings of divine coffees from premium grounded aromatic beans, to exquisite dining experiences catered to international and domestic palates, this home grown brand has become entrenched in the hearts of many Singaporeans.

Passion for its food and beverages are often thought of meticulously hand-in-hand with its surroundings. O'Coffee Club's casual, contemporary settings are often vibrant ambiances that enchant and excite. It prides itself on setting the benchmarks for which quality café experiences are created.

The numerous culinary awards attained over the years have earned the brand a reputation far beyond that of mere culinary prowess. Distinctive flavours entwined with creativity are some of O'Coffee Club's team of chefs' obsessions. Every steaming cup of java, scrumptious morsel of food, and intricate swirl of dessert is a meal served as an orchestrated, holistic, experience of delight to satisfy each and every customer.

Today, O'Coffee Club's 23 outlets embody the ideal contemporary, pleasant all-day dining affair. More than a refreshing beverage and a fine meal, it offers heartwarming reprieve for the thirsty and hungry.

ACHIEVEMENTS

In 1999, O'Coffee Club was certified as an On-Job-Training Centre, with the aim of grooming professional staff who appreciated



the importance of customer satisfaction. With its meticulous, comprehensive skills development programme, O'Coffee Club demonstrated a keen desire to help aspiring individuals maximise their potential. It also offered a firm commitment towards helping employees chart a viable career path. O'Coffee Club's efforts were recognised when it achieved the ISO 9002:1994 Quality Management System. Its degree of excellence was further enhanced within three years, when it improved to ISO 9001:2000.

Central production facilities have been established to maintain stringent product quality control over the freshness and consistency of O'Coffee Club's products. With this quality drive, O'Coffee Club's epicurean offerings were crowned with the Excellent Food Awards over seven years, most recently in 2009.

O'Coffee Club's penchant for innovation is reflected in its choice and style of establishments – from the landmark glasshouse-styled café in historic Raffles Place, to the 24-hour Orchard Fountain Corner, a tranquil outdoor haven amidst the bustle of Orchard Road. O'Coffee Club's distinctive locales capture the essence of Singapore's urban lifestyle.

Its strategic locations are further matched by lively contemporary decor. These elements make O'Coffee Club a favourite for those seeking distinction and difference in a café experience.

HISTORY

O'Coffee Club opened Singapore's first gourmet coffee house at Holland Village in 1991. For the following 21 years, it has seen customers return to the cosy two-storey establishment to enjoy their favourite cup.

Since then, the establishment has taken great care in replicating this cosiness and easy contemporary café lifestyle across the urban landscape at such prominent locations as Ngee Ann City, and the latest outlet at Funan DigitalLife Mall.

PRODUCT

Always ahead of the curve, O'Coffee Club's innovative menu uses only the freshest and finest of ingredients in its dishes. A wholesome start to the day begins with one of O'Coffee Club's many classic breakfasts. From a hearty bowl of Pearl Barley Chicken Soup, to savoury, crisp leaves in our Pesto Seafood Salad, there is nothing more quintessential to a day's start than these tasty, light salads, snacks, and sandwiches, from a mouth-watering, tangy Spicy Beef and Pineapple sandwich, juicy chunk of Portobello Sandwich, to a combo of mushrooms and ham in our Prosciutto-bello Sandwich!

Weaving an enigmatic symphony of flavours, O'Coffee Club's recent additions to the staples include the delectable Green Peppercorn Beef Baked Rice, Fisherman's Toss and Herb Crumbed Fish Fillet with Hollandaise. Menu names roll smoothly off the tongue as if one were tucking into the creamy Steak with Rolled Asparagus, or chowing down on succulent Honey Glazed Chicken. All-time favourites such



as the wildly popular X'presso Baby Pork Ribs and fragrant Lobster Bisque Baked Rice are still attracting regular customers and many more new fans.

Dessert lovers need not look any further than O'Coffee Club to be seduced by toothsome, tempting treats. Signature Muddy Mud Pies, delectable cakes and sweet tarts are crowd favourites that have never lost flavour or appeal. O'Coffee Club has most recently extended its dessert menu to welcome such intensely wonderful desserts like the Raspberry Chocolate Symphony, impressive Raspberry Glazed Almond Dome, and the peerless Chocolate Pineapple Supreme.

O'Coffee Club's menu variety is neither confined by ingredients nor imagination. From the fruity to the robust, O'Coffee Club's team of chefs and baristas work tirelessly to blend ingredient and imagination to produce some of the most enchanting café culinary creations.

Each bean's flavour potential is fully realised in every cup, brewed to perfection by any one of O'Coffee Club's smiling, bona fide baristas. Gourmet teas and cool beverages to soothe the strongest of thirsts are realised through some of O'Coffee Club's more enticing refreshments, such as its version of the Black Forest and Mocha Tropicana.

True to its belief in delivering the most tantalising of morsels and liquid refreshments, O'Coffee Club has dedicated itself to continuously improving and refining its menu to win the hearts of gourmands across Singapore, time and time again. Today, just as it did 21 years ago, O'Coffee Club open doors each morning with a promise of excellence.



RECENT DEVELOPMENTS

O'Coffee Club is determined to retain its ranking as the leading café chain in Singapore, offering high quality food and coffee with excellent service. This vision has always been at the forefront of its corporate culture.

As part of a raft of exciting enhancements, O'Coffee Club recently unveiled its latest menu in mid 2010, introducing a new range of items across the soups, main course and desserts categories. O'Coffee Club also welcomed the latest outlet at Funan DigitalLife Mall.

Fully aware that service standards are fundamental to success in the food and beverage industry, O'Coffee Club's investment in training programmes have helped staff set and exceed new goals in service performance. This continuous training and support will ensure and define O'Coffee Club's future successes in today's changing and competitive marketplace.

PROMOTION

Besides its own ongoing promotions, particularly during festive seasons, O'Coffee Club often teams up with high-profile business partners for promotions and sponsorship programmes. Past partners included leaders in the financial and commercial sectors. The company is also determined to play its part in the community. For the past six years, O'Coffee Club has supported the Bull Charge (formerly known as Bull Run), a successful charity organised by the Singapore Exchange. The company continues its on-going support of the event.

O'Coffee Club has also introduced Club Royalty, an exclusive membership programme that entitles loyal customers to privileges and discounts at every O'Coffee Club outlet. Club Royalty is a free lifetime membership that offers 15% discount with a minimum spending of \$15 and a 5% rebate in O'Coffee Club Dollars with a minimum spending of \$10. During birthday months, members get to choose a complimentary item from the menu and enjoy 25% off whole cakes. A handsome membership welcome package extends to each member a host of additional privileges which include 1-for-1 on breakfast and main course, 50% off any cake or dessert and more.

BRAND VALUES

Just as "A Cup Above the Rest" provides identity and direction for this evolving brand. Growth and innovation lie at the heart of O'Coffee Club's philosophy and culture. O'Coffee Club's vision for the future will always be one that is conceived at the heart of its most treasured customers, then served with a drizzle of sophistication, and little twist of surprise beyond the realm of comfort and familiarity.

It is this unending commitment, respect and trust that has rightly put O'Coffee Club in the ranks of those who have been honourably recognised as a Superbrand.



www.coffeclubworld.com

THINGS YOU DIDN'T KNOW ABOUT O'COFFEE CLUB

- The O'Coffee Club logo symbolises two people conversing over a cup of coffee; the hollow shape in the middle is in fact the shape of a cup. This modern lifestyle logo positions O'Coffee Club as a contemporary, comfortable and lively café brand.
- O'Coffee Club's tagline, "a cup above the rest", is testament to the quality of its staff, service, food and coffee.
- O'Coffee Club has received 25 Excellent Food Awards to date.