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## PRESS RELEASE

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## **BreadTalk's first *Food Republic* food atrium opens in Wisma Atria**

**SINGAPORE – 29 October 2005** – SESDAQ-listed food & beverage chain **BreadTalk Group Limited** today announced the grand opening of its 23,000 sq-ft *Food Republic* food atrium located at Wisma Atria's Level 4.

The food atrium at Wisma Atria is one of the first in Singapore that integrates hawker fare with mini restaurants in an integrated open dining concept, providing a kaleidoscope of savoury experiences.

Through Megabite (S) Pte Ltd, a wholly-owned unit of BreadTalk's subsidiary Topwin, the Group had on 20 July 2005 entered into a 50:50 joint venture with the Singapore-based Ristoranti Group to own and operate the *Food Republic* food atrium on Level 4, as well as two other food and beverage concepts on Level 1 of Wisma Atria. The *Food Republic* brand name is owned by Topwin.

"We're very excited about our first food atrium opening in Singapore, following the acquisition of Topwin which already owns and operates 14 award-winning *Dashidai* 大食代 or Megabite food courts in China. These food courts will progressively be renamed *Food Republic*," said Dr George Quek, BreadTalk Group Limited's Managing Director.

“Later this year, we will open the 650-seat *Food Republic* food atrium in Hong Kong’s Cityplaza in the vibrant Tai Koo Shing area. For Singapore, we are looking at our second food atrium at VivoCity, slated to open in the fourth quarter of 2006,” Dr Quek added.

### **About *Food Republic***

The Group chose the name *Food Republic* as the brand of all its food atria in Singapore, China and Hong Kong as it embodies a distinctive experience of cultural exchanges and feasting of the senses. The term *Food Republic* unites the interests of the public in the search for good food and a warm, personable dining experience.

“The concept of *Food Republic* is fresh and embraces the joy of dining with a stirring range of cuisine, and vivacious ambience and aroma. The 1960s and 1970s-style food culture was one that was vibrant, lively, interactive and personable. For *Food Republic*, we have created a unique dining setting where good food and the ambience of street hawker culture can be appreciated in simple, pure form,” explained Dr Quek.

With its market place atmosphere and engaging displays, Food Republic is an enjoyable destination point and meeting place. It is not just a “by the way” stop, but one that is for hungry shoppers looking for a dining experience. It will provide customers with an exciting and memorable dining experience, one that they will want to repeat regularly.

BreadTalk has built itself as a distinctive brand renowned for inspiring creation and constantly introducing fresh innovative concepts to Singapore. Having introduced bread culture and revolutionized the bread industry in Singapore with the start of its first bakery in Bugis Junction in 2000, BreadTalk continued to push boundaries and changed people’s perceptions of dining experience with the opening of Din Tai Fung restaurant in Paragon.

With *Food Republic*, BreadTalk strives to bring back the nostalgia in today’s modern society, and introduce yet another new dimension to Singapore’s food scene which holds much history and culture and one that will undoubtedly delight both locals and tourists.

Adopting an eclectic, contemporary flair to its interior décor juxtaposed with reminisces of the vibrant colours of street-food culture made popular in the 1960s and 70s, the 900-seat *Food Republic* at Wisma Atria showcases 15 stalls of local hawker-fare such as:

- **Sergeant Hainanese Chicken Rice** - featuring Sergeant Kiang, the chef who started the ever-popular Chatterbox chicken rice at Mandarin Hotel since the 1970s
- **Capitol Puay Heng** - famous minced pork noodle (*bak chor mee*), cooked al dente with a 40-year old secret sauce mix
- **Lau Di Fang Scissors-Cut Curry Rice** – voted one of the best food haunts in Singapore by Mediacorp TV 8 and Makansutra for its signature curry chicken and pork chop. Its history dates back more than 75 years!
- **Thye Hong** – the founder was handpicked by Singapore Tourism Board to showcase his *Char Kway Teow* as one of our nation's most celebrated local specialities at the Culinary Institute of America in California
- **Tong Kee Yong Tow Foo Mee** – People Park's true-blue Hakka *Niang Dou Fu*, now managed by the son of the late founder, Mr Chong, still oozing fragrance of soy goodness with each bite of *dou fu*
- **Yu Kee Duck and Noodle House** – well-known for their signature duck rice, they were featured as one of the nine great food stalls organised by Singapore Food in Lianhe Wanbao
- **Sambal Chilli Nasi Padang** - renowned fiery *Sambal Belacan* coupled with hot favourite dishes like *Asam Pedas*, *Black Spiced Sotong*, *Tauhu Goreng* and *Mee Soto* will certainly spice up your day
- **Wah Eng Beef Noodles** – Soup, dry or fried, Master Chef Kiang who believes in “no short cut and it will be good” will be introducing three new dishes – Beef Patty, Sour & Spicy Noodle Soup and Stewed Beef
- **Ed's Fish Delights** – Dishing up healthier choices is Ed with his Fish Soup, Grilled Dory, Deep Fried Dory, Fish Bee Hoon and Fish Porridge

- **You Kou Fu** – aromatic *Ngoh Hiang* combo plates, fiery *Laksa* and *Satay Bee Hoon* to awaken even the most jaded palate
- **Granny Fine Soups** – energy-boosting herbal soups to revitalise those tired minds and body!
- **Formosa Delight** – popular *Ban Mian*, Stewed Beef with Noodles Soup, Fried Dumpling and *Dao Xiao Mian* which are not only delicious to savour but interesting to watch – don't be surprised to see a display of sliced white dough flying through the air into a boiling pot!
- **What You Do Prata** – Chefs hailed from Madras to show you the true tasting of a fluffy, buttery and rich *roti* dipped in their famous fish curry. *Nasi Briyani* and *Soup Kambing* will also surely get you talking!

*Food Republic's* **nine** mini restaurants include:

- **Waan Waan Thai Restaurant** – Run by Premier Thai Tradition Restaurants, featuring authentic Thai Shark's Fin with Caviar, Ah Lek Three Flavoured Fish, Spicy Green Curry Chicken and the much-awaited *Waan Waan* dessert
- **Chutneys** – North Indian fusion cuisine for both meat lovers and vegetarians. Signature dishes include Chicken *Tikka* Wrap, Lamb *Rogan Josh*, Tandoori Meats & Seafood, *Karahi* Fish and vegetarian dishes such as Garlic *Mogo*, Chilli *Paneer* and *Khumb Makai Palak*
- **Bi Feng Tang** – Hong Kong-style roast duck and “*Bi Feng Tang* Crispy Chicken” -- recommended by food critics from City Beat, Life 5, FBI *Da Jie Xiao Xiang Hao Chi Qing Bao*, Good Food Singapore and Lianhe Wanbao
- **Woo Lee Korean Cuisine** – owned by native Koreans, Mr Mike Lee and his mother, who personally whip up fragrant beef or chicken *Bibimbabs*, grilled *Saba* fish, Ginseng Chicken and *Kimchi* Soup

- **Koh Grill & Sushi Bar** – multiple food award winner and amongst the first to bring exquisite Japanese cuisine to Singapore at affordable prices
- **Express Teppan-Yaki** – will add to the buzz with their spectacular display of culinary skills while preparing sizzling Pepper Steak, Fish Fillet, Garlic Chicken Drumstick and Sliced Lamb with Chilli & Garlic
- **Fortunate Restaurant** – featuring a selection of Hong Kong dianxin and stir-fried dishes for dine-in or served trolley-style.
- **Daddy-O's Diner** – All-American burgers, crispy French fries, BBQ Pork Ribs and succulent Chilli Hot Dogs that will satisfy the meat-demanding palates
- **Toast Box** – Go with the traditional toast with butter and kaya or be adventurous with Otah on Thick Toast. Whichever you choose, you'd be back for more with the variety of toasts, golden bun with *Hebi Hiam* and all-time favourite half-boiled eggs.

*Food Republic* is open from 8am to 10pm from Sundays to Thursdays, and from 8am to 1am on Fridays, Saturdays and eve of public holidays.

#### ***About BreadTalk Group***

*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 23 bakery outlets in Singapore, as well as 11 outlets in Shanghai, five in Beijing and three in Shenzhen.*

*Through a joint venture, BreadTalk now has two outlets in Kuala Lumpur, Malaysia. The BreadTalk brand has also rapidly expanded in the region with 15 franchised outlets in Indonesia, one outlet in Taiwan, three outlets in Kuwait, five in the Philippines and one in Hong Kong. More outlets are expected to open in United Arab Emirates, India and Thailand by end of 2005.*

*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. The Group now operates three Din Tai Fung restaurants in Singapore, located at Paragon Shopping Centre, Junction 8 Shopping Centre and Tampines Mall. Two more restaurants – in Wisma Atria and Raffles City – are slated to open in December 2005 and mid 2006 respectively.*

*In 2005, BreadTalk penetrated further into the China market by acquiring Topwin Investment Holding Pte Ltd, which owns and operates 14 food courts under the award-winning brand-name "Dashidai" (大食代) or "Megabite" in the PRC. In October 2005, BreadTalk launched its first food atrium, "Food Republic" in Singapore, Wisma Atria, with plans to open one in Hong Kong by the end of 2005 and another at VivoCity, Singapore by end of 2006.*

*BreadTalk's efforts at building strong brand equity have also earned it numerous awards, which include its most recent crowning as "Most Distinctive Brand" and sole winner of "Most Popular Brand" and the "Gold Award" at the Singapore Promising Brand Award (SPBA) 2005, 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 2004, BreadTalk won the coveted "Design For Asia Award" from the Hong Kong Design Centre.*

*In 2002, Group Managing Director Dr George Quek clinched the "Entrepreneur of the Year" award given by ASME and the Rotary Club of Singapore. In addition, BreadTalk was awarded the "Most Transparent Company Award (Runner-Up, SESDAQ category)" organized by the Securities Investors Association of Singapore for two consecutive years in 2004 and 2005.*

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