



## **BreadTalk Group and Song Fa Holdings to open 1<sup>st</sup> restaurant in Shanghai Jing An Kerry Centre**

**SINGAPORE – 26 January 2018** – Following the signing of the joint-venture agreement with Song Fa Holdings Pte. Ltd. (“Song Fa”) on 3 July 2017, the first Song Fa restaurant successfully opens in Shanghai Jing An Kerry Centre today.

Jing An Kerry Centre is the first integrated development in the iconic Jingan district, located in the heart of the city between Nanjing West Road and Changde Road. It is surrounded by a fascinating blend of cosmopolitan living with traditional Shanghai heritage. Its development is inspired by the increasing prosperity and ambitions amongst the residents. Its popularity is further boosted by its high level of connectivity - 20 minutes’ drive from Hongqiao airport and its direct connection with Shanghai’s main Metro line 2 and 7.

Song Fa Bak Kut Teh was first founded in 1969 and steadily grew to become a household brand name in the last 49 years with eight restaurants in Singapore and four in Indonesia. The first Song Fa restaurant in Shanghai will deliver its renowned Teochew tender pork ribs immersed in its flavourful, spice-infused hot broth dining experience to its customers. Nestled in a comfortable 112sqm space that accommodates a total seating capacity of 60, the restaurant’s interior décor seeks to transport diners back in time; by recreating 1950s – 1960s Nanyang nostalgic ambience through life-size replicas of its original pushcart and an assortment of vintage coffee-shop furniture.

Customers will get to enjoy a complete Bak Kut Teh experience, comprising of a bowl of hot spice-infused soup lined with tender pork ribs, accompanied with servings of deep fried traditional dough sticks and side dishes. This authentic Song Fa promise of Teochew Bak Kut Teh was recognised by the Michelin Guide Bib Gourmand Awards from 2016 – 2017. This is testament to Song Fa’s un-wavering commitment to deliver high quality, authentic Teochew cuisine to its customers for the last 49 years.

Mr Henry Chu, Group Chief Executive Officer of BreadTalk Group Limited (“BreadTalk Group”) says “Over the last six months, the team worked tirelessly with our Song Fa partners to accurately plan and holistically deliver the Song Fa dining experience to consumers in China. Since our soft launch on 13 January, we received positive feedback from our customers; which further affirms our determination to serve more customers with our breadth of knowledge in managing central kitchens and delivering excellent frontline through Song Fa’s increased presence in China this year.”

Mr Yeo Hart Pong, Managing Director of Song Fa says “Over the last 49 years, Song Fa’s steadfastness in *Building Generations of Bak Kut Teh Lovers* captured the taste buds and imagination of our customers in Singapore and Indonesia. With the opening of our first restaurant in Shanghai Jing An Kerry Centre, I am confident that our partnership with BreadTalk Group will continue to deliver the authentic Teochew Bak Kut Teh experience to food lovers in China and Thailand.”

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

Founded as a bakery brand in Singapore in 2000 and listed on the SGX in 2003, BreadTalk has rapidly expanded to become an award-winning F&B Group that has established its mark on the world stage with its bakery, restaurant and food atrium footprints. With close to 1,000 retail stores spread across 17 territories, its brand portfolio comprises BreadTalk, Toast Box, Food Republic, Din Tai Fung, Bread Society, Thye Moh Chan, The Icing Room and Sō Ramen. The Group has a network of owned bakery outlets in Singapore, PRC, Malaysia, Hong Kong and Thailand as well as franchised bakery outlets across Asia and the Middle East. It also owns and operates the world-renowned Din Tai Fung restaurants in Singapore and Thailand, as well as the award-winning Food Republic food atria in Singapore, China, Taiwan, Hong Kong and Malaysia. In 2018, BreadTalk Group will open its first Din Tai Fung restaurant in London.

### ***About Song Fa group of businesses***

Song Fa began in 1969 when the founder, Mr. Yeo Eng Song, started selling Bak Kut Teh along Johor Road and subsequently established the original Song Fa Bak Kut Teh at Victoria Street in 1975.

Today, under the stewardship of the second generation, Mr. Yeo Hart Pong and Yeo Zhi Yong, Song Fa Bak Kut Teh continues to uphold its reputation as a household name in Singapore while reaching out to the younger generations through its unique dining experience.

Each outlet is thoughtfully recreated after the history of the location and pays homage to the Singapore of the 1900s. At every outlet, diners are also provided with easy access to boiling water and kettles so they can personally experience and appreciate the culture of drinking Kung Fu Tea with their bak kut teh.

Throughout the years, Song Fa has expanded across Singapore and into neighbouring markets such as Jakarta, successfully gaining both critical acclaim and recommendations as one of the top choices by regular diners and was listed under the Michelin Bib Gourmand Singapore category in 2016 and 2017.

To date, Song Fa has 8 outlets in Singapore with its newest outlet at Northpoint City and 4 outlets in Jakarta, Indonesia.

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