



MEDIA RELEASE

Soup in new business venture to develop AI- driven kitchen solutions

Singapore, 13 August 2025 –Soup Holdings Limited (Soup) said it plans to diversify into smart kitchen solutions using AI technology to help F&B businesses deal with Singapore’s manpower crunch and rising costs.

It is tapping the technology of a leading Shanghai e-commerce and robotics company to help F&B businesses, specifically those catering to schools, enterprises and government agencies, integrate smart technologies into traditional kitchen operations.

The aim, according to Soup’s Managing Director, Mr Wong Chi Keong, “is to bring about a paradigm shift in Asian food preparation by significantly mechanising the handling and preparation of food. This will help to minimise human contact, improve food hygiene while still retaining the 'look-feel-and-taste' of the cuisines.

“Setting up AI kitchens on site at the clients’ premises will also enable them to serve freshly prepared food and reduce the time lag and logistics required to transport cooked food. With this, there is better control of food freshness and safety, besides savings in manpower and better consistency in food quality.”

To this end, Soup Restaurant Investments Pte Ltd (SRI), a wholly-owned subsidiary of Soup, has signed a Memorandum of Understanding (MOU) with Singapore-based Xi Xiang Technology Pte Ltd (XXT). The latter is controlled by Shanghai Xixiang Yixiang E-Commerce Co. Ltd (Shanghai XYE), which carries out research and development, produces, operates and maintains smart kitchen equipment in China.

Under the MOU, SRI and XXT will form a joint-venture to, among others, provide smart kitchen solutions and equipment including related designs to clients, as well as promote, sell and lease smart kitchen equipment and solutions to kitchens.

Mr Wong said while XXT and its parent have the AI-powered solutions, Soup has more than three decades of experience in the handling and preparation of Asian food, as well as knowledge of the markets in Singapore and Southeast Asia.

Soup, founded in 1991 by four engineering graduates who were colleagues at the then Mass Rapid Transit Corporation, runs a chain of restaurants specialising in herbal soups and home-styled dishes such as its signature “Samsui” Ginger Chicken. It also operates restaurants under the TEAHOUSE by Soup Restaurant and Cafe O brands in Singapore and Malaysia as well as a franchised outlet in Indonesia.

Mr Wong explained that the latest diversification plan is part of a longer-term roadmap that has seen Soup expanding into food-related businesses more than a decade ago. Its sourcing, procurement and manufacturing business, Samsui Supplies and Services, has continued to grow even while the restaurant business faces the well-reported challenges of intense competitive, manpower shortage and rising costs.

“Even though F&B is a tough and fiercely competitive business to be in, food is what we know best, what we are passionate about,” Mr Wong said. “Our expansion will see us leverage the experience and expertise we have built within the Soup restaurant group over three decades in Singapore and Southeast Asia.”

Mr Li Ming, CEO of Shanghai XYE, said: “We are excited to work alongside a well-respected name like Soup Holdings. Their restaurant management experience paired with our technological expertise creates a powerful opportunity to co-innovate solutions that could reshape the F&B landscape, not just in Singapore, but regionally.”

The JV entity registered in Singapore will have a paid-up capital of up to \$2 million, to be requisitioned in tranches depending on the operational and marketing needs, in accordance with each party's shareholding. SRI will hold 51 per cent and XXT 49 per cent.

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**For media queries, please contact:
Catherine Ong Associates**

Catherine Ong
Mobile: (65)96970007
cath@catherineong.com

Sharon Cheah
Mobile:(65)96582942
sharon@catherineong.com

About Soup Holdings Limited

Founded in 1991, Soup Holdings Limited has its humble beginnings as a niche restaurant in Chinatown serving herbal soups and home-cooked dishes at affordable prices. Today, the Company is listed on the Mainboard of the Singapore Exchange Limited and operates a portfolio of well-known food and beverage brands. The Group currently has 16 F&B outlets in Singapore and Malaysia, as well as one franchised restaurant in Indonesia. The Company has through the years expanded its business into other areas including the distribution of sauces, central kitchen operations and a social enterprise.