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Singapore's First Wu Pao Chun Bakery Brings Champion Bread and Singapore Inspired Flavours to Food Lovers

Singapore's first Wu Pao Chun Bakery is located at Capitol Singapore, offering two of the brand's renowned award-winning bread series and many other flavours

SINGAPORE, 14 June 2019 - Award winning and internationally renowned master baker Wu Pao Chun brought his bakery to Singapore, officially launching the first Wu Pao Chun Bakery on our shores at Capitol Singapore today. To commemorate his entry into Singapore, Mr. Wu has also created a range of locally-inspired breads, coupled with Taiwanese hot favourites for local consumers.

The store soft launched on 31 May, where it saw its two award-winning breads — “Lychee Rose Royale” and “Red Wine Longan” — sell out within a mere six hours. The result of a partnership between BreadTalk Group and Wu Pao Chun, the 350 sq m store is located on the first floor of Capitol Piazza. Prior to the Singapore launch, the two parties brought the Wu Pao Chun Bakery brand to Shanghai, China, which now has two outlets, at Shanghai Xin Tian Di and International Financial Centre (IFC) malls.

“Singapore has always had a special place in my heart. I am happy to be able to work with BreadTalk Group to bring my creations to bread lovers in Singapore. Through my team's close collaboration with BreadTalk Group's Research and Development team, we created new flavours to pay tribute to Singapore's vibrant hawker food culture,” said Mr. Wu Pao Chun, Founder of Wu Pao Chun Bakery.

“Mr Wu Pao Chun is a world champion and widely recognised globally for his award winning baking techniques at 2010 Louis Lesaffre Cup. Coupled with BreadTalk Group's strengths in brand development and store expansion, I believe that we can complement each other perfectly, to create a winning formula to bring the authentic Wu Pao Chun Bakery experience to consumers in Singapore.” said Mr. George Quek, Founder and Chairman of BreadTalk Group.

Every Piece of Bread Counts

Mr. Wu Pao Chun began baking at the young age of 15, leaving his hometown to be an apprentice baker. At the age of 40, he finally became the world champion in breadmaking.

Mr. Wu believes that every piece of bread contains a rich pool of knowledge, where a baker can convey his feelings and emotions to someone eating the bread. In his daily operations, Mr. Wu uses the best local ingredients to make his bread, contributing back to the farming community.

Local Flavours for Local Taste Buds

In his creations, Mr. Wu is also known for his creativity and boldness to try out new combinations, leading him to create his renowned “Red Wine Longan” and “Lychee Rose Royale”, which ultimately helped him win his awards at the 2008 and 2010 Louis Lesaffre Cup held in Paris respectively.

For the Singapore store, Mr. Wu and his team developed around 60 products after many rounds of research and development, including over ten kinds of regionally-inspired new flavours to cater to Singapore bread lovers, such as “Coffee-C”, a *kopi*-inspired bread, “Hainanese Chicken Fun”, a tribute to Hainanese Chicken Rice, “Sawadee”, a green curry bun, “TomYummy!”, a tom-yum flavoured bun, and “Kaya Kebaya”, a soft french bun with kaya filling.

Remembering His Roots While Expanding To The World

The Wu Pao Chun Bakery Singapore store at Capitol Singapore is the third store to open under the partnership between BreadTalk Group and Wu Pao Chun. Previously, the two parties had also opened two stores in Shanghai, the latest one being launched this April.

While he looks to expand to the world, Mr. Wu is also mindful of bringing the authentic Wu Pao Chun Bakery taste to local consumers. To achieve this, the bakery goes the extra mile to bring in the same ingredients from Taiwan. All baking staff in the Singapore store are also required to undergo half a year of professional training in Taiwan.

In addition, the store has also retained an open kitchen concept, enabling customers to look at the baking process as they choose their bread, instilling confidence in them that the bread is made to perfection.

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About BreadTalk Group

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, food atrium and 40th food concepts footprints.

With close to 1,000 retail stores spread across 16 countries, its brand portfolio comprises direct-owned brands such as BreadTalk, Toast Box, Food Republic, Bread Society, Sō Ramen, Thye Moh Chan, The Icing Room and partner brands such as Din Tai Fung, Nayuki (奈雪), TaiGai (台盖), Song Fa Bak Kut Teh and Wu Pao Chun Bakery.

About Wu Pao Chun Bakery

This artisanal bakery concept was founded after renowned bread master Mr Wu Pao Chun won the prestigious Masters de la Boulangerie in 2010. Combining unique baking technology with the finest natural ingredients, his delightful creations are inspired by Taiwanese influences and have since taken the Wu Pao Chun Bakery brand on the international stage.

At present, Wu Pao Chun Bakery has three flagship stores with thematic appeals centering around the Arts, Theatre and Nature in Taipei, Taichung and Kaohsiung respectively. These bakeries are seen as a culinary beacon of light in these cities and tasked to bring the brand's vision of "Exploring bread, a way of seeing the world" to life.