

#### **Sino Grandness Food Industry Group Limited**

(Incorporated in the Republic of Singapore on 20 April 2007) (Company Registration No. 200706801H) 56th Floor, Tower A, Lian He Plaza, No. 5022, Bin He Road, Futian District, Shenzhen, PRC (518033) 深圳市福田区滨河大道 5022 号联合广场 A 座 56 楼 (邮编:518033) www.grandnessgroups.com

#### **NEWS RELEASE**

# SINO GRANDNESS TO PARTICIPATE AT CHENGDU TRADE EXHIBITION BETWEEN 22-26 MARCH 2015

 Overseas guests attending the Chengdu Trade Exhibition shall also have the opportunity to visit juice production facilities and retail points in Sichuan Province

SINGAPORE – 9 March 2015 – Mainboard-listed Sino Grandness Food Industry Group Limited 中华食品工业集团有限公司 ("Sino Grandness" or "the Company" and together with its subsidiaries, the "Group"), a Shenzhen, China based food and beverage company principally involved in the production and distribution of fruit juices as well as canned food products is pleased to announce that it will be marking its presence at the annual trade exhibition in Chengdu, Sichuan Province PRC from 22 to 26 March 2015 ("Chengdu Trade Exhibition").

## 地点:

# 金麒麟大酒店一楼 8B展位

成都市,金牛区,人民北路一段25号地矿大厦(金牛万达广场对面)

酒店电话: +86 28 8322 9199

#### Location:

## Jin Qi Lin Hotel, First Floor, Booth 8B

25 Renmin North Road 1st Section, Jinniu, Chengdu, Sichuan, China, 610081 Hotel phone : +86 28 8322 9199

Mr Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness comments, "I would like to personally extend a warm welcome to anyone who may wish to visit our booth during the Chengdu Trade Exhibition. We have already received several confirmations from some guests from Singapore intending to visit our booth, retail points as well as our fruit juice production facilities in Qionglai, Sichuan Province."

"We have been receiving great responses from our existing and new distributors over the past few years whenever we participate at the trade exhibitions in Chengdu each year as reflected by the strong indicative orders given to the Company after the conclusion of the exhibition each year. We are optimistic of another fruitful outcome this year," added Mr Huang.

The trade exhibition provides the Company a platform to gain feedbacks from distributors for potential new product launches through product tasting as well as to introduce new product ranges including new flavours and new packaging. The Company intends to showcase new beverage flavour such as loquat kumquat as well as new packaging size of 550ml for certain beverage products during the Chengdu Trade Exhibition.

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# **About Sino Grandness Food Industry Group Limited**

Headquartered in Shenzhen the PRC, Sino Grandness is an integrated manufacturer and distributor of own-branded 鲜绿园® (Garden Fresh) juices as well as canned fruits and vegetables. Since its establishment in 1997, the Group has rapidly grown to become one of the leading brands for loquat fruit juice in China as well as top exporters of canned asparagus, long beans and mushrooms from China. The Group's products are distributed globally across Europe, North America and in Asia, in renowned supermarkets, discount stores and convenience stores including as Lidl, Rewe, Carrefour, Walmart, Huepeden, Coles, Jusco and Metro.

With stringent quality control and procedures implemented in its manufacturing processes, Sino Grandness' canned products are compliant with international standards, including Hazard Analysis and Critical Control Point ("HACCP") food safety system, British Retail Consortium ("BRC"), International Food Standard ("IFS") and International Organization for Standardization ("ISO") certifications. As such, Sino Grandness is able to export its canned products to customers globally including the European Union, which has enforced import restrictions (commonly known as "Green Barriers") since 2000 on the grounds of environmental and food safety issues.

Sino Grandness' production plants in China are strategically located in four provinces, namely Shandong, Shanxi, Sichuan and Hubei - all of which are key agricultural belts. The production bases straddle different climatic regions so that production activities can be carried throughout the year.

In 2010, the Group successfully launched its own-branded bottled juices Garden Fresh, comprising unique fruits such as loquat and hawthorn to target the huge domestic consumer base in China. In recognition of the Group's R&D and brand building efforts, Garden Fresh juices have been accorded the "Innovative, Outstanding and Nutritious Award" by the PRC Food Industry in 2010 as well as "Top 100 Brand in China" by the joint agency of Global times, Asia Brand Association and China Economic Herald in 2013.

#### Note:

This release may contain predictions, estimates or other information that may be considered forward-looking statements. Actual results may differ materially from those currently expected because of a number of factors. These factors include (without limitation) changes in general industry and economic conditions, interest rate movements, cost of capital and capital availability, competition from other companies and venues for sale/manufacture/distribution of goods and services, shift in customer demands, changes in operating expenses, including employee wages and raw material prices, governmental and public policy changes, social and political turmoil and major health concerns. You are cautioned not to place undue

reliance on these forward-looking statements, which are based on current view of management on future events. The Company undertakes no obligation to publicly update or revise any forward looking statements, whether as a result of new information, future events or otherwise, except as required by law.

# For further information please contact:

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