



## **MEDIA STATEMENT**

**For Release On 21 August 2015, 5pm**

### **BreadTalk and CASE sign VCA over Soya Bean Milk Incident**

BreadTalk has entered into a Voluntary Compliance Agreement (VCA) with the Consumers Association of Singapore (CASE) to commit itself to fair practices.

BreadTalk had previously made representations to consumers that its soya bean milk was “freshly prepared”. As a result, consumers could be misled into thinking that the product was freshly brewed. By signing the VCA, BreadTalk has agreed that besides ceasing its practice of selling soya bean milk in the mis-labelled bottles, it will not engage in unfair practices going forward.

BreadTalk first started selling Yeo’s soya bean milk in 2014. Most of the BreadTalk stores selling soya bean milk were clearly marked with Yeo’s logo-branded dispensers. An operational oversight occurred whereby bottles that were intended to be used to pack fresh fruit juices and labelled “freshly prepared” were wrongly used to pack the soya bean milk at the store level. This was a management oversight which BreadTalk views seriously. BreadTalk had taken the following steps to address this incident:

1. Immediately ceased the use of all mis-labelled bottles across all its 46 outlets since 4 August 2015.
2. Entered into a VCA with the Consumers Association of Singapore (CASE) on 18 August 2015.
3. As a remedial action, BreadTalk has voluntarily donated an amount of S\$50,000 to the Community Chest.
4. As part of its customer engagement initiatives, BreadTalk distributed 18,000 free buns during the Jubilee weekend from 7 to 9 August 2015. BreadTalk will further give away 50,000 of its signature Flosss buns to thank its customers over three weekends starting 28 August 2015. More information will be released in due course.

“CASE is committed towards protecting consumers’ interest and promoting an environment of fair and ethical trade practices. We are glad that BreadTalk has been cooperative and has taken immediate action to prevent such future incidents,” said Mr Lim Biow Chuan, President of CASE.

“BreadTalk strives to deliver quality products to our customers and adhere to the highest ethical standards. The trust of our customers is of utmost importance to us,” said Mr George Quek, Founder and Chairman, BreadTalk Group.

“With the recent soya bean milk incident, we fell short on this commitment. We sincerely apologise for the frustration and disappointment this has caused our customers recently. Fifteen years ago, I founded this company based on our Asian values of integrity and sincerity. We will continue to strive to attain these by closely listening to the community where we grew up in. Guided by these principles, BreadTalk will continue to improve and live up to the standards that the community has set for us,” Mr Quek added.

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**About the BreadTalk Group**

Founded in Singapore in 2000 and listed on the SGX in 2003, the BreadTalk Group has a global staff strength of 7,000 employees and a network of close to 1,000 F&B outlets in 17 countries such as Singapore, China, Hong Kong, Thailand, Indonesia and the Middle East.

**About the Consumers Association of Singapore:**

The Consumers Association of Singapore (CASE) is an independent, non-profit organisation that is committed towards protecting consumers' interest through information and education, and promoting an environment of fair and ethical trade practices. One of its key achievements is in advocating for the Consumer Protection (Fair Trading) Act (CPFTA) which came into effect on March 1, 2004.