



MEDIA RELEASE

Soup Restaurant Group to open five new outlets by October

Singapore, 17 August 2016 – Soup Restaurant Group Limited is moving strategically to entrench its position as a leading food and beverage player in Singapore with the opening of five new outlets by October 2016.

The five outlets include one at Changi Airport and two in Holland Village. The planned expansion will boost the number of restaurants in Singapore for the Group to 19 from 14 previously.

Mr Wong Chi Keong, Co-Founder and Executive Director, said: “We are extending our reach in our home market where the Soup brand is well established. Although the retail climate in Singapore remains challenging with high rents and labour costs, we feel confident that the expansion will position us for the future as our new restaurants are all located in new or refurbished malls with high traffic.

“We have also taken the opportunity to introduce new dining concepts and add new dishes. For example, our new Soup Heritage Restaurant at Raffles Hotel, which opened in June, expanded its menu to include chilli crab and an extensive wine list to cater to local residents and tourists.”

Soup Restaurant Group appointed Mr Wong Wei Teck as Managing Director, taking over from co-founder Mr Mok Yip Peng who retired at the end of April.

Earlier this month, the Group opened a CAFE O outlet at the new Raffles Holland V shopping mall in Holland Village. Showcasing a truly Singaporean dining experience, CAFE O is a Halal local coffee shop which serves an eclectic mix of Indian, Malay and Chinese snacks, local drinks and dishes such as *kopi O*, *teh tarik*, *nasi lemak* and *roti prata*. New items on the menu include ice blended Horlicks, Milo and *dried mee siam*.

Next month, the Group will also open a Soup Restaurant outlet at Raffles Holland V, next to CAFE O. This outlet will serve Soup's signature classic Samsui Ginger Chicken and other home-cooked style steamed dishes as well as a wide variety of desserts and drinks. The prime location of these two outlets will widen the Group's customer base and are targeted at local residents and expatriates in the area.

In October, the Group will open a new 332-square metre Soup Restaurant "Teahouse" at Changi Airport, Terminal 1. The Teahouse is a new concept and will serve local dim sum dishes or "Nanyang Delights" such as steamed carrot cake, Chinatown glutinous rice chives dumplings, wanton mee and congee. It is reminiscent of the Chinatown teahouse dining culture of yesteryears. This outlet will serve tourists as well as food lovers living in the eastern part of Singapore.

The Group will also be re-opening its Soup Restaurant outlet in the renovated Compass One shopping mall in October which was closed for a facelift in the past year. This outlet will focus on serving Soup's core customers in Sengkang and nearby neighbourhoods.

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About Soup Restaurant

Founded in 1991, Soup Restaurant Group Limited has its humble beginnings as a niche restaurant in Chinatown focusing mainly on herbal soups and home-cooked dishes served at reasonable prices. Today, the Company is listed on the Mainboard of the Singapore Exchange and operates a portfolio of well-known food and beverage brands such as "Soup Restaurant", "POTLUCK", and "CAFE O". The Group currently has 19 restaurant outlets in Singapore, Malaysia and Indonesia.

Soup Restaurant is one of the leading restaurants in Singapore serving "Chinatown Heritage Cuisine". Based on traditional dishes and home-style cooking, Soup Restaurant boasts signature dishes like the "Samsui Ginger Chicken", the Chinatown family steamed dishes and herbal soups.

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

Doreen Siow
DID: (65) 6327 6084
Mobile: (65) 9630 3255
Email: doreen@catherineong.com

Jaslin Tan
DID: (65) 6327 6086
Mobile: (65) 9060 7644
Email: jaslin@catherineong.com