



**Sino Grandness Food Industry Group Limited**

(Incorporated in the Republic of Singapore on 20 April 2007)

(Company Registration No. 200706801H)

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**NEWS RELEASE**

**SINO GRANDNESS SECURES NEW DISTRIBUTOR TO MARKET GARDEN FRESH FRUIT JUICES IN HONG KONG**

- Commenced distribution into **wellcome** supermarkets and targeting **7-Eleven** stores next
- Presence in Hong Kong market expected to improve brand awareness and brand equity

**SINGAPORE – 16 October 2014** – 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 the Company’s own-branded 鲜绿园® (“Garden Fresh”) fruit juices are now available in **wellcome**, one of the largest supermarket chains in Hong Kong with more than 200 retail points through the engagement of a new distributor.



**wellcome** supermarket in Hong Kong

**Presence in Hong Kong expected to improve brand awareness and brand equity**

Mr. Huang Yupeng 黄育鹏, Chairman and CEO of Sino Grandness said, “I am extremely excited with this breakthrough as we have been working on securing our first export market for Garden Fresh juices for some time. Hong Kong is considered a major city globally and I believe the presence of our product in this market will improve Garden Fresh brand awareness and brand equity further.”

“Since launching Garden Fresh juices in China in 2010, we are encouraged by the positive response we have received as reflected in the phenomenal growth of revenue, rapid expansion of our distribution network and increase in brand recognition. In FY2013, sales of the Group’s beverage segment which comprises Garden Fresh juices sales have exceeded RMB1.3 billion with approximately 70% of the sales being attributed to loquat and mixed loquat juices. During the first 6 months of 2014, beverage segment continued to record strong growth with sales surging 49.6% year-on-year to RMB869.3 million. Currently, the Group has expanded its distribution network for Garden Fresh juices nationwide covering more than 20 provinces in China. Our plan is to build on this momentum and to take Garden Fresh to greater heights within China as well as in the overseas markets,” added Mr. Huang.

### **Immediate target channel to be leading convenience stores and supermarkets in Hong Kong**

The newly engaged distributor in charge of the Hong Kong market has commenced rolling out Garden Fresh juices across various **wellcome** supermarkets. Subsequently, the next target is to roll out further into other leading convenience stores such as **7-Eleven** in order to increase brand awareness of Garden Fresh in Hong Kong before targeting other distribution channels. There are currently more than 900 **7-Eleven** stores and more than 200 **wellcome** stores in Hong Kong. (source : [www.7-eleven.com.hk](http://www.7-eleven.com.hk) and [www.wellcome.com.hk](http://www.wellcome.com.hk) )

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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 exporters of canned asparagus, long beans and mushrooms from the PRC. The Group’s products are distributed globally across Europe, North America and in Asia, in renowned supermarkets, discount stores and convenience stores including Lidl, Rewe, Carrefour, Walmart, Huedepen, Coles, Jusco and Metro.

With stringent quality control and procedures implemented in its manufacturing processes, Sino Grandness’ manufacture and sale of 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 are strategically located in three provinces in the PRC, namely Shandong, Shanxi and Sichuan – all of which are key agricultural belts in the PRC. The production bases straddle different climatic regions so that production activities can be carried throughout the year. The Group's new plant in Hubei Province is expected to commence mass production of juices in 2014.

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 the PRC. 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.*

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