

## MEDIA FACT SHEET

### **Annex A: Media Fact Sheet on *Taste of Singapore* Food Pop-up**

#### **Enterprise Singapore Leads Over 10 First-time Local Food Manufacturers to Tokyo via *Taste of Singapore* Pop-up**

1. 15<sup>1</sup> Singapore food companies will showcase their ingredients and products in Tokyo, Japan, from 5 October to 30 November 2019 at the *Taste of Singapore* pop-up. 12 of the 15 food companies are first-timers to the Japan market.
2. Led by Enterprise Singapore, the pop-up at Olinas Mall is the second in a series of pop-ups set up across four Asian cities – Manila, Tokyo, Bangkok and Jakarta – to assist businesses to expand to these new markets.
3. Olinas Mall, owned and managed by Singapore real estate company, Capitaland, was appointed as the official venue partner. Such collaboration enables smaller enterprises to leverage the established in-market networks of a bigger Singapore-affiliated industry player. Other Singapore enterprises like Scoot Airlines and hospitality operator, Far East Hospitality (Village Hotel Sentosa), have also come on board the initiative as sponsors.
4. Pop-ups serve as structured retail avenues for Singapore food companies to reach domestic consumers directly, and better understand their consumption and buying patterns. Companies can then tailor their product taste, packaging and price points accordingly, before making significant investments and dedicating resources to grow their business in these key markets.
5. Between 5 and 13 October, there will also be accompanying food trucks managed by five of these participating companies to enable Japanese consumers to enjoy uniquely Singapore flavours such as satay (traditional skewered meat) with peanut dipping sauce; chilli crab paus which combine the taste of mantous (steamed buns) and the famous Singapore Chilli Crab; as well as salted egg fish skins and potato chips.

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<sup>1</sup> Company details can be found in the appendix

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6. *Taste of Singapore* will see companies reach an estimated two million Japanese consumers in these two months. Enterprise Singapore is also facilitating discussions to catalyse partnerships between these food companies and industry stakeholders like investors, traders and distributors.
7. In 2018, a record 31.2 million foreign visitors came to Japan, an 8.7% rise from the previous year. According to the Japan National Tourism Organisation, 2018 also marks the highest number of overseas visitors in more than 50 years. Increased consumption, spending and demand for differentiated food offerings demonstrate tremendous growth opportunities for Singapore food companies to contribute to the Japanese food sector. As Japan readies itself for the Tokyo 2020 Olympics, Singapore food companies are well positioned to serve this market, which is expected to reach 40 million foreign visitors.
8. Japan accounted for almost S\$670 million of Singapore's manufactured food exports in 2017.

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

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### Appendix

#### Companies at *Taste of Singapore*

Food trucks 5-13 October 2019	
1.	<p><b>Hiap Giap (The Noodle Factory)</b> Hiap Giap has been creating hand-made noodles for three generations. Their Laksa Signature Noodles with its spicy, fragrant coconut-milk gravy, Chili Crab Signature Noodles with its sweet, tangy, spicy and savoury chilli crab sauce and Fish Ball Mee Pok with a rounded taste of sweet and sour will remind you of Singapore's iconic recipes. Hiap Giap will collaborate with two other food companies – Ha Li Fa (fish and meatball manufacturer) and Bee Yee (food services provider) – to bring the Singapore dining experience to Japanese consumers.</p>
2.	<p><b>Jumain Sataysfaction</b> Satay, or traditional skewered meat, is one of Singapore's well-known delicacies. With roots that trace back to 1910, Jumain Sataysfaction has been supplying satays to hotels, restaurants, caterers and supermarkets. Pop by their stall to enjoy succulent chicken and beef satays with delicious peanut dipping sauce.</p>
3.	<p><b>Mr Popiah</b> What began as a humble hawker stall, Mr Popiah is now a manufacturer and supplier of top-grade popiah skin and a vast variety of spring roll pastry products. Their ready-to-eat wraps are carefully handmade and packed with authentic Nyonya flavours.</p>
4.	<p><b>Sin Mui Heng (SMH Food)</b> Enjoy Singapore's iconic dish in one bite! The SMH Chilli Crab Pau combines the crispness of fried mantous and the tanginess of Singapore Chilli Crab. SMH provides gourmet dim sums to five-star hotels, caterers and restaurants. The next time you take a bite out of an SMH dim sum, you can be rest assured that it is more than just good ingredients that went into making it. Each bite contains years of experience, dedication and tradition.</p>
5.	<p><b>The Soup Spoon</b> "You have to taste a culture to understand it" – Deborah Cater. The Soup Spoon is passionate about turning ideas from around the world into recipes for homely moments, wherever you are. Their famous Singapore-Style Chilli Crab and Black Pepper Crab Sauce bring back memories of special family meals. These ready-to-heat sauces will also remind you of the warmth and hospitality you have experienced in Singapore.</p>
Food pop-up 5 October to 30 November 2019	
1.	<p><b>Asia Farm F&amp;B</b> Asia Farm is a drink manufacturer that believes in creating refreshing traditional brews to reflect the company's Asian roots. You are probably familiar with green</p>

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	tea and black tea, but what about purple tea. Asia Farm's unique purple tea contains 20% more antioxidants than green tea and 15 times higher anthocyanins than blueberries.
2.	<p><b>Awfully Chocolate</b></p> <p>Awfully Chocolate started with a cake shop selling only one cake – a simple dark chocolate cake between layers of dark chocolate fudge. Today, they work with selected cocoa manufacturers to customise the type of chocolate used, and handcraft chocolate desserts that are not overly sweet, something one would crave for regularly and never tire of. How does a Roasted Soba Chocolate Bar sound?</p>
3.	<p><b>Cheng Yew Heng</b></p> <p>Cheng Yew Heng is Singapore's oldest and only sugar manufacturer established since 1947. Their Jewels Rock Sugar Sticks are an innovative spin on the traditional rock sugar. Eaten on its own or paired with your favourite beverage as a dipping candy, Jewels Rock Sugar Sticks come in an array of colours and flavours like French Vanilla, Lemon Fiesta, Singapore Sling, and more. Enjoy. Experience. Have fun.</p>
4.	<p><b>Cocoba (Irvins Salted Egg)</b></p> <p>The company behind the addictive Irvins Salted Egg snack, Cocoba started as a seafood restaurant in 2007. From their first pop-up store in Singapore in 2015, Irvins now has presence in five Asian countries. Don't miss their salted duck eggs fish skins and potato chips! You can't get enough of them.</p>
5.	<p><b>Fong Kit Kaya</b></p> <p>Established in 1945, Fong Kit Kaya makes the traditional kaya spread which Singaporeans love to pair with their toast. At the Tokyo food pop-up, they will feature heritage flavours with modern twists, like the Seasalt Caramel Kayamila and Calamansi Citrus Kayamila. These delicious kaya spreads are not available anywhere else.</p>
6.	<p><b>Orient Food</b></p> <p>Blanching pasta over a stove or even slow-cooking rice congee can be troublesome for time-pressed individuals. Orient Food's TOPP Cup Pasta and Jasmine Rice Congee can be ready in three to five minutes. The pasta is also low in fat and uses 50% less sodium, making it a healthier choice.</p>
7.	<p><b>Prima</b></p> <p>Looking for authentic, easy-to-prepare Singapore food? Launched in 1999, Prima Taste holds strongly to the belief that they need to preserve the heritage and tradition of Singapore food and make them available to the world. You can now cook Singapore's favourite hawker dishes can in just a few steps with Prima Taste's sauce kits. Singapore is known to many as a "food paradise". If you cannot head down Singapore, Prima Taste will bring Singapore to you!</p>

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8.	<p><b>Shi Le Po</b> Shi Le Po believes in preserving heritage through reinvented recipes and flavours to bond the old and young. Snack on the famous crispy fish skins coated with creamy salted egg sauce when you head down to Olinas Mall this October and November!</p>
9.	<p><b>YHS International (Yeo's)</b> Yeo's history extends more than a hundred years. From its humble beginnings as a striving enterprise in Singapore, it is now a leading name in the Asian drinks market. Pop by and enjoy Yeo's freshly brewed, floral chrysanthemum tea, nutty, mildly spicy satay sauce and 100% pure sesame oil!</p>
10.	<p><b>Win-Win Food Singapore</b> Win-Win will be bringing its crispy and crunchy Sweet Potato Crisp Cracker, Potato Crisp Cracker and Mini Pocket Wafer Rolls to Japan. Unlike most potato chips that come in fried, the crackers use baked (sweet) potatoes, making them a healthier snacking alternative.</p>

