

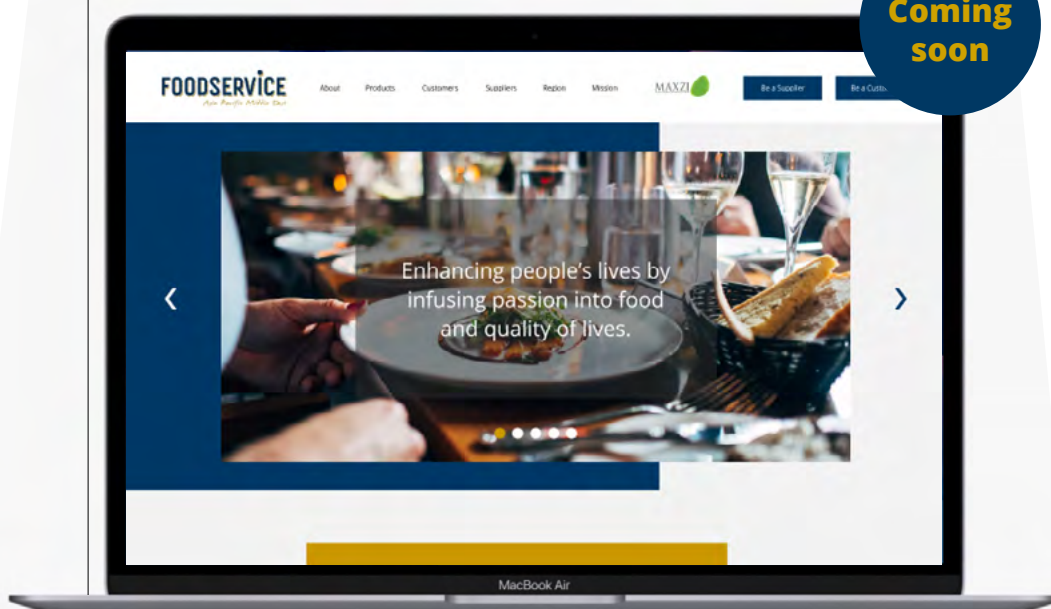
News

01.01.2021

Keep in touch — with all the latest FOODSERVICE APME business news

New FOODSERVICE APME Regional Website will be launched first quarter 2021!

Coming soon



Have you seen our new regional FOODSERVICE APME website? It is another key part of our digital transformation, because it shows customers that we are not separate companies in six different countries – we are one united company called FOODSERVICE Asia Pacific Middle East. It shows them we are the largest foodservice company in the region; one company, in six countries, and in 14 cities, with the biggest fleet of delivery vehicles, and also the most modern services.

Before this website it was hard for customers to understand how big our network of partner brands has become.

Now they can easily see our partner brands on one website. Plus they can see that **we provide much more** than food and beverages – we can provide packaging, tools to assist customers with inventory and menu planning. We can even train staff.

This new regional FOODSERVICE APME website is the first step in a network of websites we will be rolling out. Each country also get their own website to make it easier for customers in that country to connect with us.

Our regional website is not just a shop window to our great range of products. It is a platform for health, wellness, and technology news. We are

always creating fresh new ideas at FOODSERVICE APME. We have a lot of news to share. In addition to our regional website, we will develop one website for each country.

Our website makes it easy to provide news and resources to our customers and their patrons. It proves **FOODSERVICE APME goes beyond food to deliver new technology and product updates our customers want. It puts our company ahead of the competition.**

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Welcome



Louis Lin, Chief Executive Officer
at FOODSERVICE APME, Siam
Makro Public Company Limited

“I am very happy to be penning this message in our inaugural newsletter. This medium is to share with all our team members the regular happenings around our FOODSERVICE Asia Pacific Middle East operations in six countries and 14 cities.

This newsletter will be quarterly. We welcome any of you to share your stories with us.

Whilst we are all affected by the pandemic in one way or the other in 2020, I want all of you to know FOODSERVICE Asia Pacific Middle East continues to remain strong and confident in bringing our businesses back to new heights in the coming year.

In the scheme of 2020, many of you know how much we have been impacted. However, aside from battling numerous challenges, our company has taken this time to review all angles of our businesses to be better for the new year.

We have heavily invested in digital transformation, human resource assets, communication mediums and sustainability programs, to count a few big areas.

All these investments are made to strengthen our foundation as a company so we can move forward into the future better than anyone else in the industry.

Let's look forward to a healthy bright and successful 2021 for us all at FOODSERVICE Asia Pacific Middle East.

”

FOODSERVICE APME has invested in state-of-the-art SAP software

This will make your work easier, safer and more profitable.

How will our investments in digital transformation improve your work day?

It is designed to save you time and headaches. It also supports business growth. SAP means “Systems Applications and Products in Data Processing”. In plain language this means people working in different countries can use information technology to share work data or information easily and

“This year we invested in digital transformation and IT, so we can move forward into the future better than anyone else in the industry.”

Louis Lin, Chief Executive Officer

securely. We can also use our new SAP system to help us keep pace with trends on how people eat. For example, today's customers want to know the food they buy is safe. They may also need to know if it is organic or certified 100% Halal? It can be hard to keep track of so much detail.

Our new SAP IT system will make it easier to do these vital tasks:

Production and batch control

- With SAP, it is easier to do Worksheets and Work Orders
- No more time-clocking
- Plans get more accurate because they are based on real manufacturing times
- See data in real-time from your equipment
- Less Production and manufacturing Outings
- Better product compliance and dangerous goods management to ensure safe handling of materials

Source tracing Inventory

- Easy to track the supply chain of an ingredient, even if it comes from a different country
- Check and share certification across different countries
- Track and share work orders across your office, and with other countries
- Do reports more easily
- AP makes it faster to share data and reports with your team and managers

Warehouse management

- SAP Inventory Management helps you organize products in the warehouse
- Stocktakes get easy. You can keep track of how many different brands you have in the warehouse
- Easy to check use-by dates online
- Easy for you to get product from other FOODSERVICE APME offices. You can check if they have it, and how much they have

Inventory management

- SAP Inventory Management helps you organize products during every step of the delivery process
- Orders are easier to process
- You can track a product as it moves through the warehouse
- You can track a product as it is delivered, all the way to the customer
- Customers get real-time information on where their package is.
- They know when to expect it
- Better customer satisfaction

Quality control

- Display worksheets
- Control Points can be automated
- Checks and Statistical Process Control
- Quality Alerts to Workers during operations

Grocery G-commerce

- Easier customer management
- SAP software makes shopping online more convenient
- It remembers your details, so shopping online is easy
- It suggests other product they may like to buy, to grow your business
- Customers get real-time information on where their shopping is.
- They know when to expect it
- Better customer satisfaction

New product innovation

- SAP makes Research & Development faster
- Finance and logistics control
- Easier to run effective, on-budget projects
- Plan resource management better - including how many staff and experts are needed for a project
- Product compliance and dangerous goods management to ensure safe handling of materials
- Product lifecycle management - from design through variant configuration
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HOW TO SHARE YOUR STORY HERE

Your questions, story and photos are welcome for the next FOODSERVICE APME Newsletter.
Email pimpheng@siamfoodservices.com

We Won! We are appointed distributor of Campbell's in Hong Kong and Macau



We are excited to announce **Indoguna Lordly** has been appointed to be distributor for **Food Service business channel** in **Hong Kong and Macau**. Campbell's is a US food brand with more than 150 years of history. Annual turnover is US\$8 Billion.

Campbell's has many food brands under its umbrella – but many of us know them best for their large range of soups. You can find many formats of soup in their product portfolio, including soup powder, condensed soup, frozen soup, ready-to-serve soup and microwave soup. To suit different home and restaurant customers, these soups come in different packaging formats like bags, cans, tubs and plastic cups.

Campbell's soups are well-loved in Asia. They are versatile and they come in so many flavours, including Asian-inspired flavours. But did you know that Campbell's also owns many well-loved snack brands? They include Kettle brand potato chips, Pepperidge Farm Goldfish and Milano cookies, Snyder's of Hanover snacks, V8 vegetable juices and Arnott's, the biggest

biscuit brand in Australia.

We are very excited about this partnership because our companies have different customer and product portfolios. By working together we can grow both of our businesses. There are many opportunities in cross-selling and up-selling.

With Campbell's range of soups we instantly get the access to a mass market customer segment. This is complementary to our existing customer database. Campbell's big product range also complements our existing product range – and will make our proposals to our customers more complete and powerful.

For example, Campbell's soups and snacks are already popular with caterers, quick-service cafes and restaurants. "Campbell's Quick Service Menu Solutions" are popular with professional kitchens because the soups and stocks can be used for many different types of meals and snack times. Plus they boost profit and back-of-house convenience by reducing staff costs, preparation costs and storage costs.

We look forward to seeing more of our existing seafood,

meat and pastry products appearing in Quick Service Restaurants menus, alongside Campbell's range of soups and snacks. And we look forward to introducing our existing hotel customers to the benefits of serving Campbell's soups in their FOODSERVICE APME outlets.

This partnership is truly a win-win for both of our companies. You could say we go together like soup and crackers!

Did you know?

● **Campbell's has an annual turnover of US\$8 Billion.**

Campbell's brands include:

- Swanson stocks and broths
- V8 Vegetables Juice
- Pepperidge Farm Goldfish Snack Crackers, and Milano Cookies
- Snyder's of Hanover pretzels and snacks
- Kettle Brand potato chips
- Arnott's, the biggest biscuit brand in Australia

Spotlight on:



White truffles

Chefs call white truffles "The Diamond of the Kitchen" because they are unique and seasonal.

Prices can go up to US\$250 dollars per 0.113 kilos or more. Chefs love white truffles because a few thin slices can elevate any dish to extraordinary eating experience.



Uniqueness of White Truffles:

- Can only be hunted in Italy and part of Eastern Europe
- Only grow wild, under a protected area away from human activities
- Cannot be farmed due to the combination of several factors - symbiotic among different trees, soil and weather conditions
- Are hypogaeum fungus, mushrooms that grow underground. Only a mature truffle can be detected by wild animals and dogs by their scent
- Season typically starts from September to December in good years
- White Truffles are carefully washed, selected by grade and ready to please the connoisseur around the world

Just our normal high quality service!

Every issue we will look at one of our worldwide brands: their recent successes

Carne Meats stories



carne
meats



Dubai



Cambodia



Spinneys launches Carne Meats Air-Dried in Dubai



Our supermarket clients are always looking for ways to tempt their customers.

Spinneys is the premium supermarket chain in the Middle East, with 56 stores in the UAE. They also have 28 more supermarkets in other top locations around the Middle East.

So this supermarket chain was a great location to launch our new range of premium charcuterie called *Carne Meats*

Air-Dry. This 100% Halal range launched in Spinneys with 7 new SKU.

Charcuterie are cured or prepared meats. Our new 100% Halal range of air-dried charcuterie is made from the best-quality meat, with no artificial flavourings, no Trans-fat and no added MSG.

The meat is prepared by skilled butchers. Then it's marinated in different mixes of natural herbs and spices and air-dried in the traditional European way.

Air-drying takes time. It's a slow process to make good charcuterie. But the flavour is better this way.

Carne Meats Air-Dry is naturally intensely flavoured. It's great with bread and Middle Eastern dips like hummus. It's also great with cheese and fruit.

CARNE MEATS RAW

New 'Farm to fork' fresh meat range in Cambodia

The "Farm to Fork" movement is a big trend in restaurants. Customers are willing to pay more for meat they know is safe, healthy and tasty.

They want to know the farm is well-run, with healthy animals. They want to know the farm uses no antibiotics, no fillers, no added growth hormones, and no animal by-products in the feed.

To tap into this big trend FOODSERVICE APME

now proudly partner with farmers in Cambodia who are committed to raising healthy livestock.

The animals are raised humanely and safely, with no antibiotics, no fillers, no added growth hormones, and no animal by-products in the feed.

The result: super-healthy, gourmet meats. It's our new *Carne Meats Raw* range.

The range includes top-graded fresh beef with the highest levels of marbling. Chefs can also choose fresh lamb, poultry, seafood and pork, including Iberico pork – the most expensive pork in the world.

This premium range of "farm to fork" meat shows the FOODSERVICE APME commitment to quality and innovation.

Retail website launched

Our e-commerce shop Maxzi launches in Dubai and Singapore



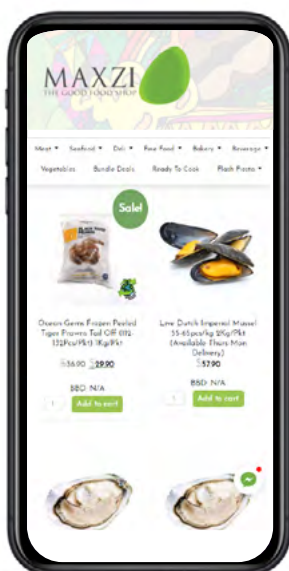
Maxzi e-commerce online store launched in Dubai and Singapore will roll out to other countries

Our e-commerce push continues with the **Maxzi online** gourmet store launched online in Singapore, plus online and on ground in Dubai in the UAE.

Branded Maxzi The Good Food Shop, the e-commerce shop has the motto "Wholesome, Wellness and Health" to show our FOODSERVICE APME commitment to the best quality foods. The online store is attracting customers because it sells Chef-grade products that are not available in supermarkets.

Categories include high-value seafood, meat, deli and beverages. We also highlight our sustainable chef-grade food products, including our Ocean Gems brand of sustainable frozen seafood.

Business is already strong. In Singapore retail sales



**In Dubai go to
Maxzi.ae**

**In Singapore go to
Maxzi.sg**

online climbed by 200% this year. The sales team are now adding new products like salad boxes "Because customers gave feedback they wanted it," says Maxzi.sg retail sales director Ms Joelle Goh.

She adds that it also helps that FOODSERVICE APME and Maxzi have their own fleet of freezer trucks. The company can control cold chain delivery all the way from warehouse to delivery and make sure customers get the freshest produce delivered to their doors.

Plus our company has unrivaled experience in this part of the world. We understand the tastes, needs and lifestyles of customers in Asia Pacific and the Middle East.

So we predict business at **Maxzi online** will continue to grow.

Online store opens in Thailand



Fooddiaryonlineshop.com is our new online store in Thailand. Its quick success is a great example of how FOODSERVICE APME combines great service with premium products to open up new markets.

Shoppers can order chef's quality foods online, and get them delivered anywhere in Bangkok within three hours, Monday to Saturday. We use delivery services to serve our customers prompt demands with quality imported products. Shoppers can order premium meat and seafood portions such as Japanese Olive Wagyu, Canadian Lobster, Hokkaido Scallops or even fine food ingredients, such as Truffle oil, to cook at home. We also offer various product ranges which include fruits and vegetables, snacks, international cuisines, all of which are convenient for food lovers.

We are committed to providing high quality online food delivery services with a renewed emphasis on the sales channel for B2C E-commerce of Siam Food Services which was initially launched in October 2018. This channel received the Consolation prize in President Awards 2019 - 2020, CP innovation competition.

Let's enjoy our premium food destination and visit us at **www.fooddiaryonlineshop.com**

Launch!

YumBites launches in IKEA UAE



IKEA stores want to give customers great products at a great price

IKEA is not just a place to buy furniture – it's also a convenient place to eat. Our 100% Halal YumBites Hotdogs and snacks have successfully launched in the casual IKEA Bistrot in Dubai Festival City. These snacks come as cleverly pre-packed and pre-cooked so they are easy for staff at casual eateries to prepare. The snacks are already a hit, especially with value-conscious young families and kids who want a tasty snack after shopping. As a testament to our incredible team, one of our senior sales managers, Fabius Dsouza, was instrumental in getting the IKEA deal to fruition.

The YumBites range includes:

- Cooked sausages
- Cooked Hot Dog
- Raw Sausages
- Cured and smoked meat strips
- Burgers and Patties

Compliments of the season

Be Proud! Where are our House Brands sold?

Christmas, New Year and Lunar New Year make this a busy time of year for us – everyone is buying food to celebrate. Let's look at what our customers love most in each market:



GOURMEAT

Singapore

- **Carne Meats**
Cold Storage (45 stores), FairPrice (23 stores), Sheng Siong (38 stores), Gourmet Stores, Meidi-ya, Online (Redmart, Amazon, Zairyo, Lomig)
- **Carne Meats Raw**
Cold Storage (45 stores), Meidi-ya, Online (Redmart, Amazon, Zairyo, Lomig)
- **Carne Meats Wagyu**
Cold Storage (45 stores), Theme stores (5 stores)
- **Ocean Gems**
Cold Storage (45 stores), Theme stores (5 stores), Online (Redmart, Amazon, Zairyo, Lomig)
- **Gourmeat**
7-Eleven (405 stores)

Thailand

- **Carne Meats Raw**
Makro (135 stores)
- **Ocean Gems**
Makro (135 stores)
- **Gourmeat**
Tesco Lotus (88 stores)

Hong Kong

- **Carne Meats**
- **Carne Meats Raw**
Organic Plus (7 stores), Bestmart (9 stores)
- **Carne Meats Wagyu**
- **Ocean Gems**
Organic Plus (7 stores), Bestmart (9 stores), Yata (4 stores)

Cambodia

- **Carne Meats Raw**
- **Ocean Gems**
Makro, Lucky Supermarket, Chip Mong

Vietnam

- **Ocean Gems**
Naman Market (3 stores), Anam Gourmet (5 stores), Fine Life (2 stores HCM), Vive Mart (1 store HCM), US Mart (2 stores HCM)

Dubai

- **Carne Meats**
- **Carne Meats Wagyu**
- **Ocean Gems**
Spinneys

On the shelves!



Chef's Table Success Story

More than a food provider, we are also a business partner to our clients



Our Chef's Table Tea Sets have been so popular in Thailand that Siam Food Services Thailand are expanding the Chef's Table Tea Set service into a fresh new business category. Our two experienced Executive chefs at Siam Food Services can create sweet tea sets or bespoke lunch or dinner menus for our key customers. We customise the tea sets and all menus to suit the individual needs, cuisines and menus of different clients. The tea set and menu customization prices to clients includes menu costing, production and delivery. This saves our clients costs in staff, storage and management – and grows their business.

This personalised menu design service is available for all kinds of clients, including:

- Full service restaurants
- Quick Service Restaurants
- International chain restaurants
- Japanese restaurants and restaurants with speciality cuisines
- Online e-commerce stores
- Gourmet food stores
- Retail stores



Sample Chef's Table Menu Designed for our Key Customers

Welcome Drink | Lemon Honey: Ravifruit Lemon Puree with Honey
Malted grains and low GI bread roll: Bakels Malted Grains concentrate & Low GI bread mix serve with **Lurpak** Unsalted Butter

Appetizer | French Fries bacon red & white sauce: Farmfrites French Fries serve with bacon sauce top by **Arla Pro** pizza topping and **Arla Pro** cheddar cheese

Soup | Truffle soup with puff pastry crust: Robo truffle paste with **Millac Gold** cream boil with **Sylva** wild mushroom mixed and cover by puff pastry dome baked with **St. Allery butter**

Strawberry sorbet: Ravifruit strawberry puree

Burger | Truffle burger: Robo truffle paste mix with **Carne Meats** beef patty top with **Horeca** burger sliced cheese and beef sauce

Mexican BBQ burger: Carne meats beef patty serve with **Horeca** burger sliced cheese and BBQ sauce mix with **Robo** semi dried tomato

Pasta | Ravioli cream carbonara: Surgital ravioli ricotta spinach serve with carbonara sauce done by **Candia** butter smoked bacon and grated parmesan

Trio Pork steak: Pork chop cutlet. Grilled Pork neck and Pork sirloin saltimbocca

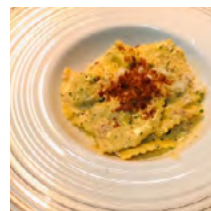
Pizza | Truffle focaccia pizza: Double **Mission** pizza thin crust stuff with **Arla Pro** cream cheese and **Robo** truffle paste

Spicy bacon focaccia pizza: Double Mission pizza thin crust stuff with Spicy bacon sauce base by **Robo** crushed tomato and **Arla Pro** cheddar cheese

Gratin: Farmfrites mash potato gratin bake with **Arla Pro** pizza topping

Dessert | Cheese Souffle with Green tea ice cream: Arla Pro cream cheese souffle serve with green tea ice cream

Vanilla Crème brulee Mix berry Compote: Haco crème brulee and Millac Gold cream



Sweet Success in Pictures



New range of ready to serve afternoon tea sets help clients grow their business

FOODSERVICE APME Thailand chefs created a range of ready-to-serve Afternoon Tea Sets for hotels and restaurants. Here is how it works:

1. Customers can either order an entire set of different options to enhance their menu, or
2. customers can pick and mix various items that they like from a variety of savoury and sweet options, in order to create their own individual menus.
3. The afternoon Tea Sets are then made-to-order by our expert pastry chefs.
4. Tea Sets are delivered to our clients in our fleet of refrigerated trucks ensuring they arrive in perfect condition every time.

The Tea Sets can be served and eaten in the hotel, or purchased by clients to eat at home. This eat-at-home

option helps businesses as some people are still reluctant to eat outside the home.

Several different afternoon Tea Sets have been created by our expert pastry chefs in order to appeal to different tastes. We conducted a consumer survey to obtain feedback on the sets and asked customers to rate their favourites.

The most popular set was the Traditional Scone and Jams Tea Set. This set includes fluffy scones, artisan jams, a buttery croissant and a decadent chocolate tart.

Customers also loved the Dairy Whipped Cream Tea Set. This includes pretty tarts filled with fruit puree, freshly whipped cream and fresh fruit. Other sets include:

- a Luxury Tea Set from France, with foie gras terrine, French ravigruit puree and luxurious white truffle,

- a Traditional Thai Delicacies Set,
- a Mixed Sweet and Savoury Tart Set, with mango and passionfruit tarts, strawberry and mascarpone tarts as well as a savoury foie gras terrine,
- additional items are available, such as small sandwiches made with cream cheese and whipped cream or multigrain bagels and bread with whipped Millac dairy cream.

The Tea Sets we have developed are proving extremely popular with our customers in Thailand and beneficial to our business. There has been demand for additional ranges and we are looking to introduce more seafood cocktail options. We are proud to listen to customer feedback, be proactive and work with our clients to help grow our businesses together.

A Festive Message

From your senior management

"It's been a challenging year for everyone, both at work - and at home. But it has been inspiring to see how every person at FOODSERVICE APME has worked together as a team, to get through these unique times. Truly, we are stronger together. At this festive time of year, the senior management thank everyone for their hard work. We wish you and your family a healthy and happy festive season - and a joyful and successful new year ahead."



Suchada Ithijarakul
Director, Second Vice Chairman
and Group Chief Executive Officer,
Siam Makro



Saowaluck Thithapant
Director and Group Chief
Financial Officer, Siam Makro



Louis Lin
Chief Executive Officer,
FOODSERVICE APME



Helene Raudaschl
Director, FOODSERVICE APME

Stat attack!

The big numbers Human resources

MEET THE FOODSERVICE APME FAMILY

Find out where do your colleagues work?

We are all over the diverse regions of Asia Pacific and the Middle East. To understand the size of the FOODSERVICE APME family. **Just take a look:**

1
Company

16
Countries

14
Cities

HOW TO SHARE YOUR STORY HERE

Your questions, story and photos are welcome for the next FOODSERVICE APME Newsletter.
Email pimpheng@siamfoodservices.com

600

Number of Employees

333

Male Employees

267

Female Employees

35

Average Age of Employees within Group

31

Longest number of years of Service

24

Number of Nationalities within the Group

