

News

01.04.2021

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



FOODSERVICE APME Regional Website Launches

LAUNCHED
MARCH
2021

www.foodserviceapme.com

Our new regional FOODSERVICE Asia Pacific Middle East website is now live! Having one website that combines all six of our companies in different countries allows us to show consumers that we work in unity under FOODSERVICE APME.

Before the launch of the new website, consumers found it hard to understand how

we were all linked, but now consumers can see how we all work collaboratively with each other as one big family.

From the regional website consumers can directly access the online MAXZI stores in UAE, Singapore and Vietnam.

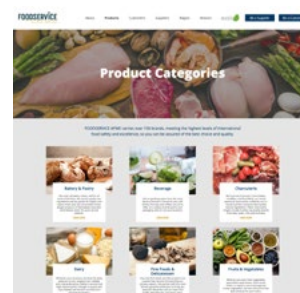
The website also shows consumers how we are much more than just a food service

company. We are also here to advise on key food and global hospitality trends, share ways to increase efficiency, help with menu planning – the list is endless.

We love to feature stories and news from our staff, please do contact us at pimpheng@siamfoodservices.com with any suggestions or articles for the website and future newsletters.



Featuring all six countries in FOODSERVICE APME family



Highlighting key products

Inside

New and Fresh! Ocean Gems' New Look & Feel, and other seafood successes

>02



Lotus's We've hit the shelves with Ocean Delights and GourMeat in the market

>06

THANK YOU Over 20 Years of Service We would not have made it without you...

>11

Chef's Table Success Stories

We are more than a food provider

>12

Ocean Gems New Look & Feel

Ocean Gems has a new look! We are excited to showcase Ocean Gem's new and improved packaging. Our previous look had been with us since we first started the brand and we knew we needed something new and fresh to kick off 2021. Due to the numerous new product lines, we decided that using colors to differentiate

the different ranges was vital. The colors help customers easily search for the products they want. The new packaging also includes recipes and information about the product to engage the customers and give it a more personalized feel. Key information such as the products being flash-frozen is now more prominent and

easier to spot on the packaging, reminding customers that the products were frozen immediately when harvested and are as fresh as can be!

The new design represents the brand's messaging of being the freshest, honest, global seafood brand with the grandeur of an ocean's wave. The wave

illustrates the brand's energy. Wrapping around the product image, the wave to looks like it's delivering confidence with each seafood Ocean Gems makes available to the world.

Look out for the new Ocean Gems Website – due to launch in 2021!



- Fish
7AABDA
- Mollusca
2A767B
- Crustacean (Crab)
BFD961
- Crustacean (Shrimp)
DD894A
- Roe
FFD877
- Cephalopod
B66EAD



Using colors to differentiate the different ranges was vital

Seafood Success

Ocean Gems in Australia NOW

We are also now available in Australia! Distributing in Australia is another big win for Ocean Gems as the quality of seafood there is already of such a high caliber.

Therefore, our success in implementing our brand in their

market shows consumers that our products provide the same excellent quality and freshness.

We started distributing to Australia in 2019 with only one product, but now, merely two years later, we have already increased to having four products within the market.

Our ability to grow both successfully and exponentially shows that we are a good fit for the Australian market and have positioned ourselves well!

We are thankful to CP Foods Australia, now a customer as well as a sourcing partner. CP Australia are helping build the Ocean Gems brand in Australia and New Zealand.



Charlie Nguyen, Director of Sunny Seafood Pty Ltd, Australia, Ocean Gems Distributor

The four items currently selling in Australia are: Cooked whole whelk, Razor clams, Abrolhos octopus and Soft shell crab



Collaboration of 2 Big Names: Foppen and Ocean Gems

Another big win for Ocean Gems is our collaboration with Foppen! Foppen is a 100-year-old smokehouse located in The Netherlands and has a long history of being one of the best smokehouses around. We are extremely proud that they have chosen us to partner with them.

They use the best wood to smoke their products and are renowned as a specialty producer. We have created a co-brand that reflects Foppen's history and our strong presence in Southeast Asia and the Middle East, markets that are

new to Foppen. We started with them in Singapore and currently have four products in Cold Storage supermarkets. We are now in talks of expanding our collaboration and taking it to various countries such as Thailand, Hong Kong, Macau and Cambodia.

We are also doing market research for the Middle East and hope that we can successfully enter that market as well!

<https://foppenseafood.com>



FOPPEN
SINCE 1918

New Year!

New Year Party Tet Staff Event

Happy Lunar New Year from Vietnam! This year's Tet Staff Event was definitely different from previous years, yet very memorable. The event was held at The Myst Dong Khoi Hotel, Ho Huan Nghiep Street District 1, in Ho Chi Minh City, with staff from all around the country in attendance. We had some activities to review 2020, look back on our progress, and welcome 2021. Activities such as the lucky draw, awards for best staff performance and dancing, and a singing performance were really exciting and a fantastic way to kick off the new year.



Siam Food Service Taking Over the Dairy Market

Cheese customization plant

Say Cheese!



Cheese Types:

Cheddar



Emmental



Mozzarella



Pizza Topping



We now have our own Cheese Customization Plant!

Having access to our own plant makes it easier for us to transform the large blocks of cheese we receive into different sizes. Our sizes follow the industry standard, ranging from 100g and up to 1kg, but we are also able to cut the cheese into customized sizes when requested.

We have already had some requests for customization! A Korean BBQ restaurant here in Thailand has approached us with a customized order of 50g packets of Mozzarella, and we are happy to oblige!



Our sizes follow the industry standard, ranging from 100g and up to 1kg, but we are also able to cut the cheese into customized sizes when requested.

Pack Sizes:

100g

200g

250g

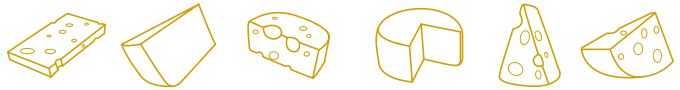
500g

1kg

Dairy Attack

Brand launch

Dairy Delights



The inclusion of 'Delights' helps consumers recognise that we are part of the bigger Delights group



Introducing Dairy Delights, our new own brand! With dairy starting to slowly become more popular here in Thailand, Dairy Delights is infiltrating a brand new market. As Dairy Delights is new, brand identity is very important to us as we wanted to promote the right message to our consumers, hence the name Dairy Delights. We focused on the word 'Delights' as we wanted to differ from other dairy brands, but also reinforces the idea that consumers will be happy when they purchase from us!

The inclusion of 'Delights' also helps consumers recognise that we are part of the bigger Delights group, therefore invoking a sense of trust as they are able to see that all of our products are of the highest quality.



Shredded Cheddar Cheese



Mozzarella Block



Cheddar Block



Shredded Mozzarella Cheese



Ocean Delights hits the shelves

We plan to expand Ocean Delights to be in 10 Lotus's by the end of 2021



Meet Ocean Delights, another new brand we've launched as part of the Delights family! In Thailand, we noticed a space in the market for frozen quality seafood that remains cost effective. We have created Ocean Delights, which allows us to provide high quality seafood that we stand behind, at a cost friendly price.

Similar to Ocean Gems, our Ocean Delights are flash-frozen once fished, thus retaining the most freshness possible. Ocean Delights is currently available in 1 Lotus's right now, but we plan to expand this to 3 next month, and hopefully 10 by the end of this year. Soon, Ocean Delights will be readily available all over Thailand!



Our Customer - Lotus's

GOURMEAT

GourMeat in Lotus's

Say hello to GourMeat, our premium meat brand now available at Lotus's! Partnered with quality farmers in Australia, GourMeat provides an amazing selection of meat.

One of our featured products right now is Tajima Australian Grain-Fed Wagyu Beef! It is known that the Tajima cattle from Japan produce some of the best Wagyu beef due to the large eye muscle and melt-in-the-mouth marbling. The high quality of meat sourced by GourMeat shows the level of time and effort that goes into the brand, allowing Lotus's customers to have access to only the best!

GourMeat is focusing on chilled beef with product ranges including steak and slice as of now, but once we have the facilities to produce charcuterie, we will incorporate that into our brand.



Singapore

New MAXZI @ NTUC Xtra Parkway Parade

Inspired by her passion for food and love for her family, Helene Raudaschl created MAXZI as she wanted to bring food of a high caliber, similar to that used in restaurants, to home chefs. MAXZI The Good Food Shop is well known to many as an online retailer but MAXZI can now be found in NTUC Xtra in Parkway Parade.

The butchery section features amazing meat. For example, snow aged wagyu that really delivers on flavor and tenderness.

Another aspect of the MAXZI Select Store that differs from regular stores is its Sous Vide access. Not common in the market, Sous Vide is all about precision cooking, resulting in consistency and perfectly cooked produce.

It also gives the meat a good texture and allows the flavors and juiciness to be retained. This range will be easy and convenient for consumers, particularly suitable for barbecues and quick but delicious meals.

The MAXZI Select Store also has an array of specialty products for each season! This quarter is all about truffles, so think fresh truffles, truffle salami, truffle steak and truffle sous vide steak. The following Quarter's specialty will be all things Wagyu, as Wagyu has proven to have good health benefits.

With 2100 weekly sales, it's safe to say to MAXZI Select Store is off to a fantastic start.



MAXZI in the press!



The launch of MAXZI was covered in The Straits Times! The article was written by well known food editor, Tan Hsueh Yun.

[Link to article](#)



MAXZI also mentioned in "the newspaper" as the online store makes its retail debut

[Link to article](#)



Singapore

New Uniform and Truck Design



Singapore has been the trial location for the new truck and uniform designs for now but we will soon be implementing this in the other countries to showcase that we are one big family.



Lunar New Year Display Team-building Competition

The Lunar New Year display competition was something that we planned ourselves in the Singapore office as we wanted to do some team building and spark a little bit of competition within our community. Seen below is a picture of the winning team and their display.



Carne Meats

Carne Meats Launch of Beef Jerky

An all new product



We have launched a new product, Carne Meats' very own Beef Jerky! Advertised as a 'protein snack', our jerky is ultra-convenient for health-minded, on-the-go, time conscious consumers who are in need of a quick pick-me-up. Made from 100% real meat, with no added sugar or MSG, our jerky currently comes in two flavors, beef and beef teriyaki. The snack can be stored in ambient conditions and comes in easy open packs, making it perfect to have in your bag for a protein hit.



The jerky snack also comes in boxes ideal for counter display



A convenient protein snack for health-minded shoppers

Dubai Updates

MAXZI
THE GOOD FOOD SHOP

MAXZI.ae have been extra busy! They have developed e-flyers for email and WhatsApp marketing, new branding for MAXZI's burger box and also launched a brand new menu in February 2021!



Maxzi's 10pcs Jalapeño Burger Box
ADD TO CART

Maxzi's 10pcs Truffle Burger Box
ADD TO CART

The MAXZI Burger Box highlights our passion for eating clean and feeling good!

Focusing on Efficiency



In October 2020, we provided efficiency training for the customer service team to help them process and create invoices for customers. This has increased capabilities and supported their work efforts during the pandemic.

In addition, SAP SOA Automation has changed things for the Finance team. Generating SOA's used to be a manual process that took seven working days to finish. Since January of 2021, system-generated SOA's have helped by sending statements directly to customers. This allows the team to really focus on customer follow-ups and payment collection.



We have new product ranges!



Meatless Farm, a famous plant-based meat from the UK that is readily available for the retail market and foodservice.

Since January 2021, we are also supplying superb Australian beef from Thomas Foods and AMG (Australian Meat Group). Both are premium suppliers with decades of experience.



Fuel deliveries can now be ordered via an App!



CAFU is a petrol & diesel delivery service that has helped the logistics team manage their time and efficiently deliver our products to our customers by cutting the time spent in petrol stations queuing. Implemented last month, Cafu now brings their truck filled with petrol and refills Indoguna's delivery fleet in the warehouse without wasting time and effort in the morning while the products are being loaded in the vehicles.

Thank you

Long Service Team Members

Riding with us for

Over

20 Years

SIAM FOOD
SERVICES
• FOODSERVICE APME •

INDOGUNA.
SINGAPORE
• FOODSERVICE APME •

32 YEARS



Pichet Boonsuan
Bill Collector

30 YEARS



Kritchawat Suksamran
Bill Collector

28 YEARS



Jaruad Chaiyamat
Driver

24 YEARS



Ee Lai Peng (Angeline)
Import & Export Manager

20 YEARS



Chew Teck Wan
Supervisor

27 YEARS



Jiranya Nguansangiam
AP Supervisor

26 YEARS



Prasitta Chanhom
Credit Supervisor

25 YEARS



Surada Chantarakhumphu
Deputy Sales Director

20 YEARS



Chin Choon Kwong (Ben)
Senior Sales Executive

20 YEARS



Ng Ai Leng (Irene)
Senior Sales Manager

24 YEARS



Siriluck Peerapanont
Customer Services Officer

22 YEARS



Ongaon Rakchana
AP Supervisor

“My favorite thing about working at SFS is the bond we have. We all care for each other like family, and we are a real team. Over the years, I've seen many changes but the most prominent are the company's growth and technological advances. In my spare time, I love to try out new recipes and travel to new places!”

Ongaon Rakchana
Thailand

“I still love working at SFS! Satisfying the customers' needs and working together successfully makes me proud and happy. There have been non-stop technological developments over the years. Despite the changes, the one thing that has never changed is our team spirit! In my spare time, I like to travel around the world and have new experiences.”

Surada Chantarakhumphu
Thailand

“I like working at Indoguna as you get to acquire a vast knowledge of many products. For example, how to handle different products with different temperatures, why certain produce has to be tested for health purposes, and of course best of all, you get to taste products such as Fresh Truffles and Caviar! I've seen many changes over the years but one consistent one is the importing trends. Twenty years ago all frozen products came in a frozen 2kg block, but now you have IQF in smaller packing which is much more convenient for consumers. In my spare time, I like to buy and cook our products for my family because I know the level of quality I'm giving to my family.”

Ee Lai Peng (Angeline)
Singapore

Chef's Table Success Story

More than a food provider, we are great partners



Our Chef's Table events continue to impress existing customers and attract new ones! Organized for our B2B customers, our chef's table event consists of planning menus and using products from Indoguna Singapore to show restaurant owners, chefs and managers of cafes what menus they can design with Indoguna products.

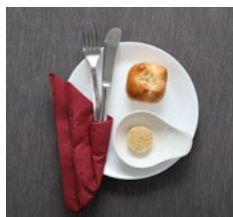
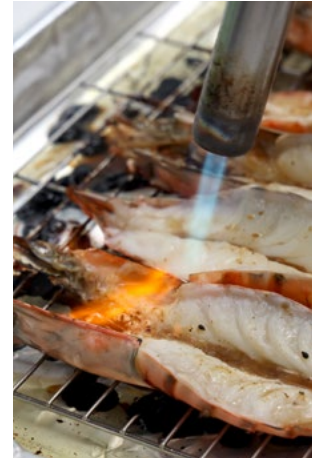
Despite Chef's Table being a relatively new program for us, as it only started in December

2020, it is proving successful. We have received positive feedback, and customers have been purchasing and trying our products.

We have planned to have around two sessions per week, focused on different themes for each month. The highlighted produce and ingredients are selected based on the theme, and after the selection process, we work with our chef to plan a menu that showcases the products to the best of their

ability. January's theme, for example, was Spring in Japan and the product featured was Ocean Gems Tiger Prawns.

We then invite the targeted clients to attend these sessions, hoping they purchase our products. It also allows us to introduce Indoguna to potential partners, opening up windows for collaborations.



Employee Spotlight

We have done well!

Congratulations to our team members



Lalida Sinthopruengchai 

Assistant Sales Manager
Thailand • Siam Food Services

Achievement: Lalida or "Jib" is an Assistant Sales Manager for the Modern Trade Channel. She is a leader for two projects with Lotus's Superstore which are "Beef Portion and Beef Slice Retail Pack under brand GOURMEAT" and "Consignment Project" which can generate income around 2.5 MB per month.



Juancho Capistrano 

Marketing Executive
UAE • Indoguna Dubai

Achievement: Juancho has been instrumental in popularizing MAXZI as a well-known brand in the café and restaurant scene in Dubai. His efforts have resulted in more than 10K followers on the Instagram account, all of which has grown organically. He has great skills of photography, design and content - MAXZI's online presence, brand activities, menus, social media posts etc. are a testament to it!



Tony Joy 

Logistics Coordinator
UAE • Indoguna Dubai

Achievement: Tony is a star performer in our Operations department. He has shown great agility and determination to take up the challenge of moving to a new role (Logistics Coordinator) in the middle of the pandemic. He was in the Customer Service team before, and his willingness, flexibility and high potential talent has all helped him ramp up quickly in the new role and excel.

Positive Message

Dear Colleagues,

We are proud to present the second edition of our newsletter, highlighting our corporate vision and our regional reach. As we move further into 2021, we continue to go from strength to strength despite the difficult circumstances globally. We are grateful to all our staff for their efforts to date and encourage everyone to focus on teamwork and being the best that we can be. Also do share all the amazing projects and initiatives that you have done that keep us thriving as a company! We are here to celebrate the wins and all the best work of the FOODSERVICE APME family!

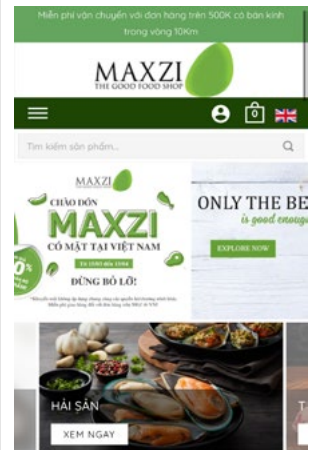
Stay safe!



Louis Lin
Chief Execution Officer
FOODSERVICE APME

Vietnam

MAXZI E-commerce Launch



<https://www.Maxzi.vn>

We are happy to announce that The MAXZI Shop has launched in Vietnam! Available on two platforms, our website and Facebook page, MAXZI now offers free delivery for orders above VND 500,000 within nearly all districts of Ho Chi Minh City. MAXZI Vietnam aims to deliver the order within 2-4 hours after the customer's purchase.

Our website, www.Maxzi.vn, has been created and runs with an API gateway which connects with all online payment methods and social services. This makes it extremely user and mobile friendly!

Our products are composed of a selection from 87 different brands, ranging from our very own Ocean Gems seafood to other household names such as Delifrance, we offer our clients the best products in our portfolio.

We currently have a special launching promotion, available from the 15th of March to the 15th of April, which allows customers to get **20% off** all items if they purchase during this period!

Fun Facts!

Burger patties + Ocean Gems Prawns – The numbers are amazing!



OVER
250,000 

(THAT'S 38,000 KG +)

OF BURGER PATTIES SOLD IN 2020

AND

OVER
5,800,000 

(THAT'S 116,100 KG +)

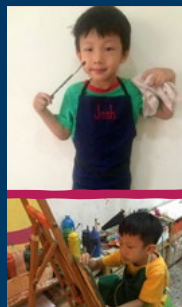
OF OCEAN GEMS PRAWN SOLD IN 2020

HOW TO SHARE YOUR STORY HERE

Your questions, story and
photos are welcome for
the next FOODSERVICE
APME Newsletter.
Email [pimpheng@
siamfoodservices.com](mailto:pimpheng@siamfoodservices.com)

AMAZING ART!

Young artist Josh, son of Melissa Ng from Indoguna Singapore, has used Ocean Gems as his inspiration for these fantastic drawings. We cannot believe he is only 9 years old and we are all very impressed!



ABOUT JOSH (9 YEARS OLD)

Since the tender age of 3, Josh has always demonstrated a passion for expressing his creativity from pen to paper. Often, after an outing the moment we reach home, he will head straight for his desk and start drawing an imagery that caught his attention. Even during vacations!

Unlike most kids who have a plethora of toys, Josh's interest in arts supersedes his love for toys, such that our house is stacked full of art and craft materials. His passion doesn't stop at sketches, as he explores other forms of art such as painting, pottery, clay play dough, even up-cycling used materials to recreate art pieces.

His artistic flair has gained the encouragement of his peers and teachers, where they often feature his art pieces in school.

BIOGRAPHY

JOSH CHEN

