

# News

15.09.2022

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

## Greeting from Group CEO

The past two years have been difficult for all of us. However, we have achieved impressive results with great efforts and commitment from the FOODSERVICE APME team.

Therefore, I would like to thank everyone for their contributions to our business and trust that together, we will continue to achieve our next level of success.

Despite the constantly evolving competitive environment, I am confident that our team will stay focused and never give up. FSAPME will always be one of our key achievements that enable Makro group to become the leading wholesale and retail business in Thailand and the rest of Asia.



**-Saowaluck Thithapant,**  
Group Chief Executive Officer,  
Makro Business

Due to the relaxation of COVID restrictions and the recovery of the tourism industry, wholesale, retail, and food service industries in the region are experiencing growth.

With our team ability, I trust that FSAPME will continuously develop to cope with market transition post-Covid-19 while seamlessly responding to the needs of our customers. Successes will never come without great effort from all of you. Our goals will be achieved only with the close cooperation of everyone. We must work together as one team.

### Teamwork is powerful, and it is what makes us successful today.

Once again, I would like to thank all the FSAPME team for their outstanding teamwork and contributions over the past years. Together, we will continue to grow.

## FSAPME CEO's Message "TRUST to grow"

I feel very privileged to see our company go from strength to strength. Despite the pandemic, the company has continued to grow and build due to the hard work and dedication of all staff and Management. It is truly inspiring to see results exceed those achieved before COVID.

TRUST, which runs throughout the company, has enabled all this to happen. At its core, TRUST creates an environment of respect and cooperation, which is essential for our company to thrive. The Board TRUSTS the Management Team to deliver and motivate their teams to achieve the desired results. In return, the Management of each country TRUSTS their teams to action their vision.

Management takes all strategy and business decisions with TRUST that their teams can and will deliver. The wider team

TRUSTS FOODSERVICE APME's Management to lead effectively and to guide them to success.

In addition, we believe all our external partners TRUST FOODSERVICE APME to be a safe and reliable pair of hands. We have the TRUST of our suppliers to promote their products and ensure they are supplied in the best condition possible. Likewise, we have the TRUST of our customers to provide the best quality products on time and support them in the growth of their businesses.

FSAPME has achieved what it has today with TRUST, and the company will continue to build on the strength of its people to accelerate its growth strategy. I am incredibly excited about our journey and truly believe the best of FOODSERVICE APME is yet to come!



**-Louis Lin,**  
CEO of FOODSERVICE APME

# Mid-Year Meeting Reunites Business Heads

Day 1: Analysis, Learning & Strategy



From left to right: Napha Suppajitsawad (Financial Controller), Kamonthip Decha (Regional Finance and Shared Services Manager), Pimphen Girawongkraisorn (Regional Corporate Communication Senior Manager), Ruth Komutpong (Finance Director), Helene Raudaschl (Director), Chodok Shinnakerdchoke (Regional Business IT Director), Preeyada Sripiboon (Managing Director, Siam Food Services), Karlo Pacheco (Managing Director, Indoguna Dubai), Louis Lin (Chief Executive Officer), Gauthier Bouillot (General Manager, Indoguna Camdodia), Buu Dinh (Managing Director, Indoguna Vina), Karen Hung (General Manager, Indoguna Lordly), Jackie Teo (Chief Operation Officer and Managing Director, Indoguna Singapore), Phraephloi Luksanasut (Head of Human Resource)

The COVID-19 outbreak has left us with a lesson on resilience and hard work, and this year is no different as FOODSERVICE APME continues to fight for its employees and business.

After two years of online meetings, FSAPME country heads and regional teams gathered in Bangkok, Thailand, for the first time. This year's mid-year meeting focused on empowerment, dynamism, and building stronger bonds among colleagues. The first day's focus was to review the Company's overall performance for H1 2022, and this meeting was held at the Makro Head Office.

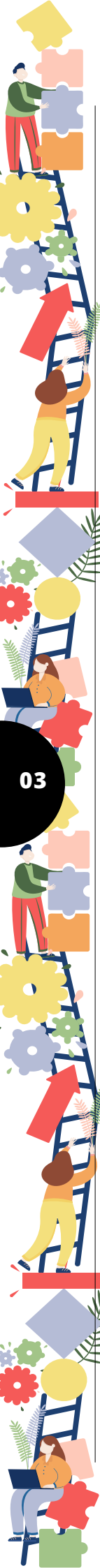
During the meeting, everyone shared their key learnings and challenges from the first half of the year. As well as discussing the challenges, they also discussed possible solutions and preventions. A portion of the meeting focused on strategies for H2 2022, including products from suppliers and FSAPME's digital transformation.



The FSAPME team was welcomed to the meeting by Tanin Buranamanit (Chief Executive Officer, Siam Makro Public Company Limited) and Saowaluck Thithapant (Group Chief Executive Officer, Makro Business).







## Day 2: Hosted by SFS Management team, first chef table and factory tour



A 10-course meal was prepared using world-class products, including charcuterie and flour from the UAE and Japan, respectively.



The second day's session was all about sharing good practices and key learnings from the SFS department head of each function. It was followed by a cheese factory and butchery tour. Luncheon with special chef's table was held later that day to sample the Company's latest brand offerings. Corporate Savory Chef Saharat Tangthai and Corporate Pastry Chef Preecha Voralert prepared a 10-course meal using world-class products, including new trial products - charcuterie from the UAE and Japanese flour.

## Day 3: Envisioning the Future

On the last day, the group including the Logistics Director of Indoguna Singapore, Texximond Thong, visited Makro Distribution Center at Mahachai in Samut Sakon Province, wherein they learned how they operate fresh and frozen products. This facility serves the southern provinces of Thailand. After the facility visit, it was followed by a Growth Strategy Meeting at Makro wherein CEO Louis Lin shared his 10-year plan for the company.





# CEO visits Cambodia, Singapore, UAE and Vietnam



To support a good and successful relaunch of business activities across all regions, FSAPME's CEO Louis Lin has recently paid a visit to some of the company's regional offices in the UAE, Cambodia, Singapore, and Vietnam. As restrictions are loosened, the CEO felt it was time to meet the employees in person. During his regional company visits, the CEO was able to speak to team members about FSAPME's vision as well as encourage and motivate them to trust the company's growth strategy as they navigate this new, difficult environment.



In conjunction with the CEO's visit to Singapore, a Fruit Fiesta event was held at Indoguna Singapore CSR Park to inspire team spirit and collaboration. Everyone was invited to the event, including part-timers, outsourced associates, and interns. Tropical fruits such as durian, mangosteen, rambutan, coconut, and lychee were available. As part of the meal, local favorites such as fried rice, satay, otah, chicken wings, and bandung drinks were provided. Overall, the event was a great success with highly positive feedback from the participants.



Meeting Indoguna Cambodia in June



Wonderful dinner with the Cambodia Team



Team power with Indoguna Vina



Enjoying a meal with the team in Dubai



Group photo with the amazing people at Vina



Eating healthy with our people in Singapore (Fruit Fiesta Event)



# FSAPME launches region-wide sustainability campaign



A three-week Sustainability in Seafood Campaign was launched by FOODSERVICE APME, the Aquaculture Stewardship Council (ASC), and the Marine Stewardship Council (MSC) to promote sustainable seafood production. All FSAPME businesses, including Cambodia, Singapore, UAE, Hong Kong, Vietnam, and Thailand, were involved in the campaign, which started on June 8th, 2022, and ended on June 30th, 2022. The campaign aims to raise awareness and educate the

public about the need to be sustainable. To promote brand awareness, Ocean Gems, an in-house seafood brand, organized a seafood food tasting event in selected supermarkets, plus a masterclass and dinner during Ocean Day that saw an incredible turnout. As a result of these activities, customers are encouraged to choose products with the Blue and Green Labels and to create sustainable seafood menus using sustainable brands. An excellently executed campaign!

## Seafood discounts, Masterclass and 4 Hands Dinner to celebrate *World Ocean's Day*

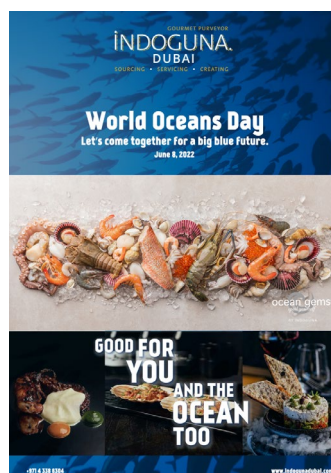
**In celebration of World Ocean's Day, Indoguna Singapore, Indoguna Dubai and MAXZI Dubai hosted several activities to inspire more chefs and restaurant/hotel owners to use MSC-certified seafood products.**

Using sustainably caught seafood from Ocean Gems, MAXZI the good food shop offered discounts on a variety of seafood dishes such as Ocean Gems pad thai, seafood pasta and pan-seared red snapper with cucumber and avocado salsa. Due to their deliciousness and freshness, these dishes are popular with diners.

In Singapore, a Masterclass session was led by Chef Shannon Battien of Voco Orchard, a hotel brand owned by the InterContinental Hotels Group. The masterclass showed how it was easy to prepare delicious yet sustainable seafood dishes using Ocean Gems' octopus tentacles and hard-shell clams.

Another event hosted by Indoguna Singapore was the 6-Course, 4 Hands Dinner, which Chef Shannon also led with the help of Chef Simone Fraternali of Solo Ristorante. The dinner event featured the best of Ocean Gems seafood.

Both were held on 26 June at the Sunrice Globalchef Academy, Singapore. All these events highlight the importance of making responsible seafood choices as one of the easiest ways for the F&B industry to contribute to healthier oceans.





# Synergy Sales Meeting aims to Strengthen Trust



To create even more synergy, FOODSERVICE APME holds a Regional Sales Meeting every two months. The meeting, led by Jackie Teo, brings together the heads of Sales and Business Development from each business unit to discuss ways in which they can work together to increase sales for FSAPME.

During this meeting, leaders can build trust, collaborate, and be motivated to achieve their goals. Aside from sharing team-wide accomplishments, challenges, current trends, and market opportunities in the region, the event also promotes new business ideas. During the latest meeting, the focus was also on improving service levels in the 14 cities the company operates.

**This year, the group hopes to bolster regional alignment and foster teamwork at the regional level as the six countries form one united FOODSERVICE APME.**

## Special dinner with Chef Wilment at Coal Bistro



**FSAPME's main agenda this year includes developing relationships, nurturing new talent, and expanding business networks.**

To establish good relationships, FSAPME was welcomed by Coal Bistro owner Chef Wilment Leong. In return, FSAPME shared some of Ocean Gems' seafood products to be used in some of the dishes prepared by Chef Wilment. The dishes served that day included Foppen smoked salmon and Hokkaido scallops. This dinner at Coal Bistro is a great avenue for FSAPME to establish ties with Chef Wilment.





## PRODUCTS AND BRANDS

# Successful Campbell's product training session for Fung Tai



Successful product sales require a good understanding of the product. Therefore, a product training workshop was conducted on May 19th, 2022, by Indoguna Lordly and Fung Tai, a major wholesale distributor in Hong Kong. This workshop focused on Campbell's Cream of Chicken, Chicken Real Stock, Cheddar Cheese Soups, and more and aimed to boost understanding and sales.

A key objective of the training is to educate Fung Tai's sales and marketing team about Campbell's unique selling points, applications and handling common customer questions. The segment culminated with a taste test for each participant to experience how Campbell's condensed soups can be used in savory dishes. There were smiles all around, and new connections were made during the successful training workshop.



## Satsuma Gyu Beef *now available in Cambodia*



We have great news for high-end restaurants and five-star hotels in Cambodia that are passionate about quality beef!

**Indoguna Cambodia has recently announced that it now offers Satsuma Gyu beef, considered the most marbled wagyu beef in the world.**

Satsuma Gyu beef is governed by strict regulations that master wagyu farmers in Kagoshima follow. On average, only 4,000 cattle qualify as authentic Satsuma Gyu.

Satsuma Gyu is known for its quality and prestige alongside its decadent soft texture and most beautiful marbling. It will be a joy for chefs to work with this brand since it elevates their customers' dining experience.

## SFS supports NZ Made with Care Campaign



Using marketing and media activities to support the Company's business partners, Siam Food Services partnered with Lui Fire, a popular steakhouse, and Portabello & Desire, a garden cafe concept.

There is an active promotion between the Silver Fern Farm and Canary brands at both restaurants, related to the NZ

Made with Care Campaign organized by the New Zealand Embassy in Thailand.

A key goal of the global campaign is to amplify awareness and preference for New Zealand food and beverage products around the world, and Siam Foods is delighted to be taking part and promoting such quality products.



# SFS holds Company Team Building for all staff



In July 2022, Siam Food Services hosted its first annual company team building in more than two years.

**About 250 employees from three branches, namely Phuket, Chiang Mai, and Pattaya, gathered and took part in this company event at The Sign Pattaya Hotel on 23th and 24th July.**

A big congratulations to the Staff Welfare Committee! It is the perfect way to show your appreciation to your employees by looking after their health and well-being.



## Training workshop solidifies team spirit



Siam Food Services recently held training workshops under the theme: Top Team Effectiveness to reignite team spirit and productivity. The workshops emphasized the importance of effective communication among peers in fostering collaboration. Furthermore, they aimed to build trust among members, identify strengths and weaknesses, and practice accountability.

The first workshop was held at the Jasmin Hotel on June 8th, led by Berker Tilly Consultants. There were 30 participants in each class, which included managers, supervisors, and key staff members. Every good Company knows how vital training is to attract and retain top talent. SFS, please continue your good work!



## PEOPLE AND LEARNING

# Corporate event aims to build team spirit

Management and staff of Indoguna Vina had a busy and productive weekend at Nam An Retreat Resort in Da Nang. Held over three days in June, the management team led the team outing.

**"As companies shift to returning to the office after over two years apart, rebuilding teams will be a critical path to success for companies vested in talent growth,"**

said Thierry Alexandre Cambassede, Business Development Manager.

Developed to rebuild team spirit as businesses resume and employees return to the office, the event included team-building games, a tour of the famous ancient town of Hoi An, and a gala dinner with entertainment activities prepared by each team. In addition, the team outing

culminated with a donation to Quang Nam Child and Old People Protection Center in Hoi An. Overall, the team outing helped establish a strong sense of collaboration, productivity, trust, and respect among employees.





## Hieb, Chheal, Khiit and Ngan promoted at Indoguna Cambodia and Vina

With the Company's mission to nurture talent, Indoguna Cambodia is pleased to announce the promotions of Saya Khiit, Chhourn Hieb, and Sino Chheal for Q2 2022. These promotions result from their outstanding performance, commitment, and consistency in delivering quality work.

The Company has employed Chhourn Hieb as a customer service officer for the past three years. His exemplary work has been recognized, especially when meeting tight deadlines and putting in the extra effort.

As a result, he has been promoted to the new Account Receivable Executive. Sino Chheal, formerly an Account Receivable Executive, now supervises Account Receivables. Since joining the Company nearly two years ago, he has been an outstanding team player, especially during critical times. Saya Khiit, who joined Indoguna Cambodia seven months ago, is now taking on the role of Customer Service Leader. As a B2C Customer Service Leader, she has a great deal of experience.

Recently, Indoguna Vina has named a new Sales Manager. With experience in the F&B industry, they placed Ms. Pham Thi Kim Ngan in this position. Ngan is in-charge of HORECA 2, mainly Ho Chi Minh city area plus other cities, including Da Nang. During her first year, she contributed greatly to Indoguna Vina's sales growth due to her closeness with hotels, resorts and restaurants.

Our congratulations go out to you on your promotions, and we look forward to seeing more excellence from them in the future.



**Pham Thi Kim Ngan**  
Sales Manager



**Chhourn Hieb**  
Account Receivable Executive



**Sino Chheal**  
Account Receivable Supervisor



**Saya Khiit**  
Customer Service Leader



## Indoguna Cambodia visits SFS Head Office



After COVID-19 halted all business travels for two long years, Indoguna Cambodia was finally able to send its people to Thailand for Thaifex this year.

Kheang Khiev, Commercial Manager, Sopanha Song, Operation Manager and Vannak Chhon, Butcher visited Siam Food Services' Head Office and attended Thaifex Anuga Asia, one of Thailand's largest trade show.

"Our visit to Thailand was a precious opportunity. Finally, we visited SFS's head office, where we gained insight into the business process, key functions and networked with others from different departments. It was also a pleasure to attend Thaifex and see various food products from around the world," Khiev said. Overall, the business trip was a great learning experience, and Indoguna Cambodia hopes to send more staff in the future.

## Best of Italian Food showcased during CIBUS Factory Tour



In May 2022, Indoguna Singapore participated in a CIBUS Factory Tour organized by the Italian Trade Agency in Singapore. The Factory Tour showcased the manufacturing facilities of Caseificio La Traversetolese Parmiggiano, CLAI Cooperative for Parma Ham, and De Nigris Balsamico. These factories produce



Parmigiano cheese, Parma ham, and balsamic vinegar, respectively.

This factory tour was an excellent opportunity for Indoguna Singapore to renew relationships with existing suppliers, discover new brands, and learn about the latest trends in the food manufacturing industry.



## ACTIVITIES

# Chef's Table highlights Tajima & Ocean Gems



Chefs at LUBUDS F&B, a young and dynamic restaurant group in Hong Kong, enjoyed a Tajima and Ocean Gems dining experience. Watching, smelling, and tasting the food prepared that night was a sensory experience. Indoguna Lordly hosted a multi-course meal on May 13th.

A variety of Ocean Gems and Tajima products were featured, including cooked whelks, slipper lobsters, soft shell crabs, Abrolhos Octopus tentacles, Wagyu cube rolls, and Wagyu striploin. In the private dining area, guests had direct access to the chef for questions about each course. This event successfully showcased the versatility of seafood and beef products in all types of cuisines.



## Meaty offer for Father's Day



Indoguna Singapore launched a roadshow program for Carne Meats in selected grocery stores in celebration of Father's Day. The limited-time offer allows grocery shoppers to enjoy free Spanish Cheese bundled with select Carne Meats products. Among the products on

promotion were Pepperoni, Truffle, Milano, Hungarian Kolbasz, and Chorizo from Carne Meats. All Carne Meats products are made with fresh ingredients and choice meat, free from protein fillers, artificial colors, and flavors.

## Sales doubled during OG promotions in Popular Japanese stores in HK



Ocean Gems promotional sales were certainly a hit with VIP shoppers from YATA and APITA UNY, large Japanese department stores, and supermarket chains in Hong Kong. The initial campaign was rolled out in May and included a free sampling of some of Ocean Gem's bestsellers. The themed "Chill Out Summer" promotion is the first of Indoguna Lordly's

campaigns and intends to introduce the products to more customers. Products on sale included tiger prawns, vannamei prawns, crab meat, and hard-shell clams. Sales of Ocean Gems seafood doubled during the promotion, which was an excellent result for Indoguna Lordly. We can't wait to see their next promotional ideas.



# Sturia Caviar launches in Cambodia



Do you ever wonder how caviar, a luxury food product, will sell in the Cambodian market, where hawkers and traditional foods are so popular? As impossible as it sounds, Indoguna Cambodia is seizing the opportunity by launching Sturia Caviar, a French caviar brand with a long history of sustainable caviar production. Affluent members of the population drive the demand, according to the Company.

A specialist Sturia Caviar event was held at the Hyatt Regency in Phnom Penh last May 24th. It was fully attended by more than 50 guests, mostly business owners and managers, members of the media, as well as Indoguna Cambodia's existing partners. Congratulations! This is a great achievement for the whole Company!



## Indoguna Singapore Chef Table Oriental Fusion



As part of its efforts to introduce new food brands into the local market, Indoguna Singapore has hosted three chef table events in the first half of 2022. The events had respective themes, such as Oriental Iberia, which showcased Fermin and Toscodoro, Spring Fusion, which featured Ocean Gems and

Spring Bay, and Taste of New Zealand, which featured Pure South, Lumina, and Felchlin. A majority of the guests were chefs, restaurateurs, and business decision-makers. Chef Philip, the company's corporate chef, led the team throughout these events, and they were all a great success.

## Special Iftar Dinner



In celebration of the holy month of Ramadan, Indoguna Dubai held an Iftar dinner for every department to build stronger connections as a team.

Ramadan is a special month for Muslims to make spiritual connections, reconnect with

faith, and discipline, and perform religious practices besides fasting. In addition, building stronger ties with the family and loved ones is a major practice during this month by spending more time together.





## ACTIVITIES

# MAXZI Select launches at Coronation Plaza in Singapore



On a busy day, shoppers can pick up hot, barbecued meats at the grocery store deli counter, along with cold cuts for sandwiches and salads for to-go lunch.

MAXZI Select launches at Fairprice Finest, Coronation Plaza, with a wide variety of meat options. The deli counter features whole barbecued chicken, smoked duck breast, barbecued pork ribs, pork knuckles, chicken legs, and steaks. In addition, the 4-foot chiller display showcases the best of home brands,

Carne Meats, including cold cuts, sausages, and salamis. Moreover, it showcases A4 snow-aged Wagyu from Japan. With such a wide variety of meats available, shoppers at MAXZI Select are sure to find something to their liking. Congratulations to Indoguna Singapore on the successful launch of MAXZI Select!



Deli shops, like MAXZI Select, could play an increasingly important role in consumer lives as the line between restaurants and grocery stores blurs more than ever before.

# Candia, Arla & Bagatelle highlighted in Bakery Trader Workshop



To meet the growing demand for baked goods, Siam Food Services hosted a baker trader workshop for bakery owners and pastry chefs. The event aimed to keep existing and potential clients up-to-date on the latest baking products and techniques.

The workshop, led by Corporate Chef Preecha Voralert, taught participants how to make raspberry choux and baked cheesecake using leading products such as Candia whipping cream, Candia gourmet butter, Bagatelle, and Arla cream cheese buko. Like previous workshops, this event was well attended and attracted more than 25 participants. Congratulations to SFS for hosting a very successful workshop for bakers!





# Indoguna Vina host Kamichiku Chef's Table at Head Office



**Indoguna Vina held its first Chef's Table event featuring Kamichiku last May 11th.**

Led by celebrity Chef Sakal Phoeung, the event was held at the Demo Kitchen and welcomed more than 20 guests, mostly from 5 star hotels and restaurants.

Dishes served that night included Kamichiku striploin with foie gras, Kamichiku chuck ribs, Ocean Gems crab meat, Cap Bourbon toothfish. There was wine pairing to leverage the tastes in the meal.



## Chef's Table Event In Da Nang - Central Vietnam Market resume

Vietnam's most vibrant city center, Da Nang, was the location of the August Chef's Table, which happened on August 2, and aimed to promote the company's key brands that are valuable to the market: Kamichiku, Grainge, Tajima, Cap Bourbon, House brand Chef's Selection, Bonta Viva Cheese.

**The event was a huge success as it gathered the city's most influential decision makers in the F&B industry, and helped re-activate this huge market, ready for the new chapter after Covid-19.**



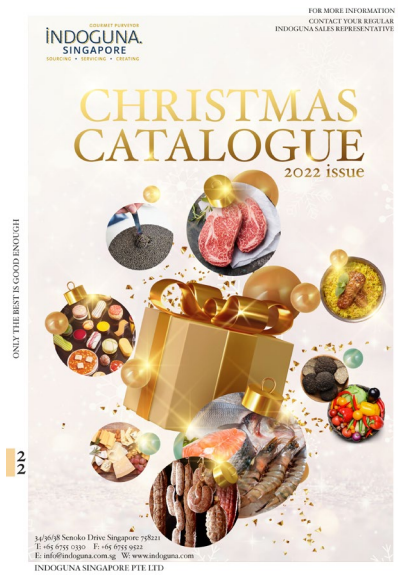


# Inspiration for the coming Holiday season

Customers will enjoy a fuss-free feast with Indoguna Dubai and Indoguna Singapore's Christmas Sale Catalogues as they discover must-have essentials and tempting treats for upcoming events.

**The carefully curated catalogues feature a wonderful range of fresh, delicious, and easy-to-prepare products.**

For Dubai and Singapore, Carne Meats offers a wide selection of choice cut meats and delicatessen, while Ocean Gems offers a wide selection of seafood such as octopus, crab meat, scallops, prawns, and squid. With these and more available to home cooks and chefs, every festive occasion can be a little more memorable.



## SFS join Makro booth in Thaifex 2022



Last May 24th to May 28th, Siam Food Services partnered with Makro, an affiliated company, during Thaifex - Anuga Asia at the Impact Arena to enhance marketing efforts and sales. This year's theme emphasized the importance of sustainability across all six areas - environment, climate, responsible business, value chains, products, and people & safety.

A number of leading baking brands were featured at the event, including Banquet D'Or, Bagatelle, and Bear Flour. In addition, dairy products such as Candia, Arla Pro, Millic, and Canary; Seafood brands such as Foppen and Ocean Gems; meat brands Fajima, Silver Fern Farm, and plant-based brand Buds were also featured at the fair.

There was a lot of buzz at the booth about Bears Flour and Banquet D'Or, which are highly versatile flours suitable for bread and other types of baking. Celebrated products under these brands include Crown, FX, Marukajanome, Midorichiky, and Midoriichou for bread, frozen dough, sweet bread, butter cake, and sponge cakes, respectively.





## WHAT'S NEW

## Indoguna Singapore: Pandemic-hit food sector returns to the new normal



With the ongoing impact of COVID-19, Indoguna Singapore is looking to keep its strong foothold in the local market through new product launches, increasing supply to Halal outlets, and more focus on casual dining. In addition, Indoguna Singapore has noted a trend of consumers shifting from high-end restaurants to everyday dining in response to rising costs and is flexing with these market changes.

As Eelena Cheah Soo Sen, Business Development Director, Indoguna Singapore, explained, products flew off the shelves once COVID restrictions were loosened. However, due to the short notice period given to them, the company wasn't fully prepared for that and everywhere experienced a

period of stock shortages as everyone adjusted to the relaxation of restrictions. Supply issues have now settled, although many customers still face difficulties living with Covid, such as manpower shortages and renewal of expired or outdated licenses.

"We have a few exciting brands that we are introducing this quarter," says Eleena. "We will be launching Candia, Cacao Ivory, Demkota Beef, Meatworkz Deli, Benja, Heritage, Fribin, and Dume Cesari."

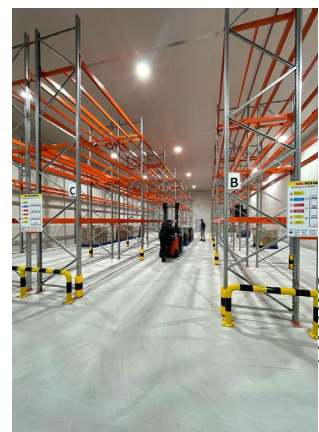
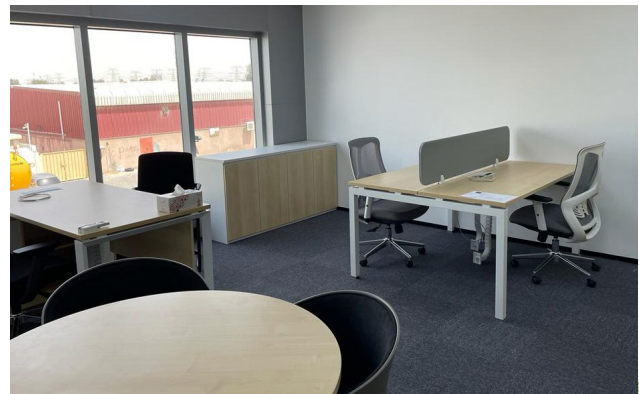
She said that for the last quarter of 2022, the company would focus on Christmas festivities. "We will have our Carne Meats hams and cold cuts and other brands that are really popular during the holiday season."

## New warehouse in Dubai spurs positive outlook



With the recent inauguration of Indoguna Dubai's new warehouse and office location, employees of Indoguna Dubai are happy to be moving to a larger, more modern office and warehouse, which will continue to fuel the company's world-class service to its partners.

Warehouse facilities boast storage temperatures from ambient, chilled to freezers. In addition, this new warehouse is significantly larger and will help to support the company's expansion plans in the UAE and the Middle East regions.

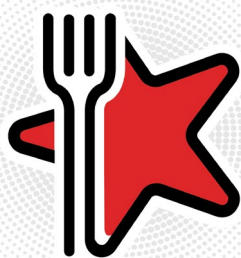




## WHAT'S NEW

# MAXZI highly recommended on Restaurant Guru 2022

MAXZI The Good Food Shop



**RECOMMENDED  
ON RESTAURANT GURU  
2022**



restaurantguru.com

*Congratulations to  
the Maxzi The Good Food Shop team*  
Andrew Pinski, Executive Director

**MAXZI The Good Food Shop has been awarded a Certificate of Excellence by Restaurant Guru, a world-leading foodie website with over 30 million users.**

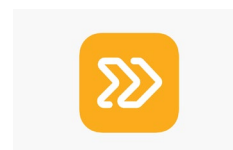
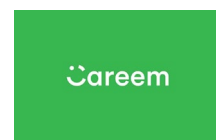
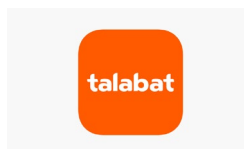
The restaurant ranked 167th out of the 9,927 cafes and 294th out of 16,990 restaurants in Dubai. The rankings are based on MAXZI's visitors' ratings from across various platforms, including Google, Zomato, Talabat, Deliveroo, and Trip Advisor reviews. Winning an award has always been an exciting achievement, and the whole FSAPME group is proud of MAXZI's accomplishments.

## Royalty sighted at MAXZI Dubai



Nowadays, MAXZI Dubai is the restaurant of choice for celebrities and royalty! Another member of the royal family visited MAXZI last April. Crown Prince of Ajman and member of the UAE Supreme Council of the Union, Sheikh Humaid Ammar, visited the restaurant and tried their best burgers and steaks. Since then, the Sheikh has frequently visited MAXZI with his siblings.

## Maxzi The Good Food Shop now in Careem, Drivu and NoonFood



**MAXZI The Good Food Shop and MAXZI The Good Food Truck have now partnered with three more food aggregators in Dubai to cater to the growing number of customers who prefer ordering online during summer when the region experiences extreme heat.**

MAXZI recently partnered with Careem, a leading one-stop app that can book taxis, order groceries online, make money transfers, bill payments, and much more. MAXZI also joined NoonFood, which recently launched its food delivery app. NoonFood is one of the largest eCommerce platforms in the region, second only to Amazon.

Last but not least, MAXZI has partnered with Drivu, a drive-thru ordering platform where customers can order ahead using these apps and then pick up their order when they reach their destination. Including Deliveroo and Talabat, MAXZI now has a total of five partners to support Dubai residents' food cravings.



# MAXZI Dubai launches exciting new menu



Triple Wagyu Beef Burger

Thanks to MAXZI Dubai's new menu, customers can enjoy refreshing beverages, exotic Thai flavors, and kid-friendly meals.

According to Chef Ryan Aloria, "With the COVID relaxation, many diners feel the need to go out and enjoy a meal with their friends and family. Our new menu gives diners a wide variety of Thai flavors to experience. We believe food is a great way to learn about Thailand's unique flavors."

Using home brands like Ocean Gems, the new menu offers flavorful dishes. There are a wide variety of Thai dishes on the menu, including pad thai, grilled shrimp lettuce, tom yum seafood soup, and spicy pad kra pow. MAXZI has also added

smoked steak and bone marrow to the current steak selection.

Kids will also enjoy MAXZI's Kids Menu, featuring mini sliders, pasta and chicken sausage with mashed potatoes. Also available are chicken fingers made from hormone- and antibiotic-free chicken meat. Kids can also eat for free on Sundays, which is a great help to families in times of rising costs worldwide.

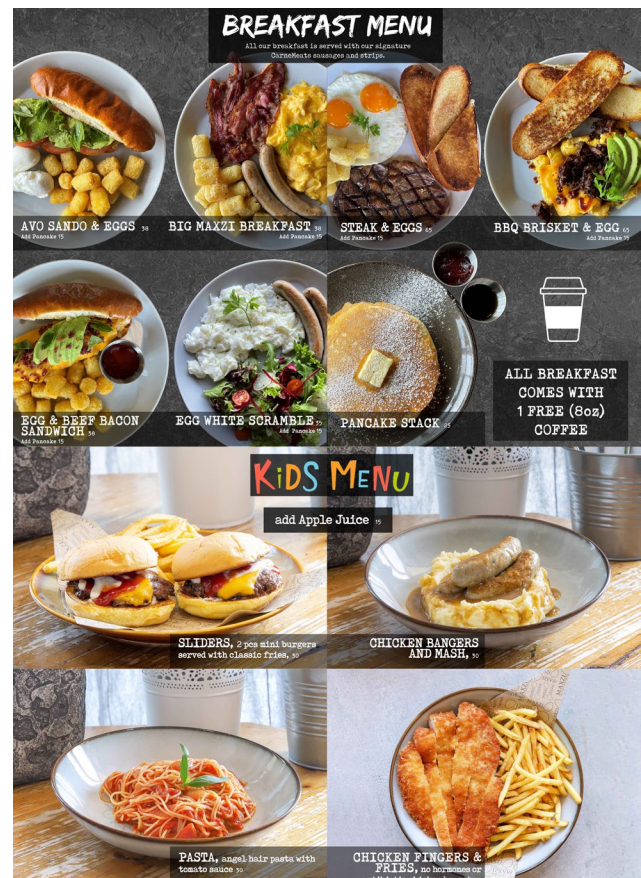
Moreover, MAXZI offers cool and healthy fruit drinks such as avocado kale smoothies, avocado chocolate smoothies, very berry smoothies, mint lemonade, sour plum, lemonade mojito, apple ginger, MAXZI lemonade, iced lemongrass tea, and iced tea to quench diners' thirst.



Tom Yum Seafood Soup



Ocean Gems Pad Thai





## SUSTAINABILITY

# CP Group shares new Sustainability Goals for 2030

### Heart: Living Right

-  CORPORATE GOVERNANCE
-  HUMAN RIGHTS & LABOR PRACTICES
-  EDUCATION & INEQUALITY REDUCTION
-  LEADERSHIP & HUMAN CAPITAL DEVELOPMENT
-  CYBER SECURITY & DATA PROTECTION

### Health: Living Well

-  HEALTH & WELL-BEING
-  SOCIAL IMPACT & ECONOMIC CONTRIBUTION
-  FOOD SECURITY & ACCESS TO NUTRITION
-  INNOVATION
-  STAKEHOLDER ENGAGEMENT

### Home: Living Together

-  CLIMATE RESILIENCE
-  CIRCULAR ECONOMY
-  WATER STEWARDSHIP
-  ECOSYSTEM & BIODIVERSITY PROTECTION
-  RESPONSIBLE SUPPLY CHAIN MANAGEMENT

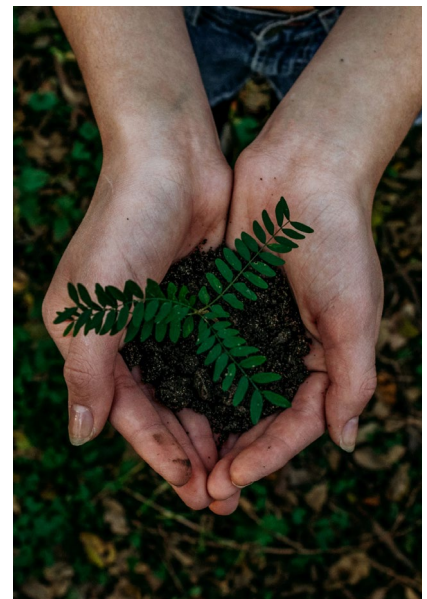
Charoen Pokphand (CP) Group has announced new sustainability goals for 2021-2030 to positively impact three areas of development - economic, social, and the environment.

**The goals aim to improve efficiencies, support health, and wellness, and reduce the company's carbon footprint. The Group will leverage these sustainability goals - from human capital development and innovation to designing a responsible supply chain system.**

To help improve the health of our planet and global communities, CP Group plans to:

1. Improve water usage by reducing 20 percent of water withdrawal per unit of revenue.
2. Design out waste by avoiding single-use plastics and substantially reducing all types of waste.
3. Protect biodiversity by encouraging all companies to partake in programs that support biodiversity management

The Group hopes its 2021-2030 sustainability goals continue the momentum and push even more for the planet - empowering the company's brands, talented individuals, and teams across the six regions.



## Sustainable Development & Corporate Governance as One with Business Sustainability





# Indoguna Dubai and MAXZI win in Glass Collection Campaign



To help drive waste management and recycling, Indoguna Dubai and MAXZI recently participated in an invitation-only campaign. The glass collection campaign aims to collect as many glass bottles as possible. It is one of many campaigns by the Emirates Environment Group.

**Indoguna Dubai won 4th place in the Corporate Category, while MAXZI took 8th in the Corporate Category.**

**Congratulations to the two companies for helping save Mother Earth!**





## SPECIAL TOPICS

# Indoguna Dubai drives several Green Initiatives

Indoguna Dubai is on a mission to observe sustainable waste management and recycling practices through digitalization.

It has recently implemented the use of DocuSign for opening new customer accounts. DocuSign is an app that instantaneously allows customers to sign documents anywhere from any device. In addition, it is faster and more secure compared to paper.

How many wasted print jobs are being produced in a year? Hundreds of dollars on paper, ink, and cartridges are thrown away. Hence the Company has shifted from bulk pre-printed dot matrix printing to A4 laser printing.

The Company has also joined the Emirates Environmental Group (EEG) Paper Recycling program to reduce paper waste.

**The amount of wood and paper we throw away each year is enough to heat 50,000,000 homes for 20 years.**

The massive movement aims to collect and recycle paper with set targets. The Company's successful participation will enable them to plant a native tree under its name.

While the Company is passionate about reducing waste, it understands that's only one part of the environmental equation. Congratulations to Indoguna Dubai for constantly evolving its approach to sustainability, beyond neutralizing printing and paper's environmental impact.

## SFS implements digital name cards

Siam Food Services has implemented a trial run for digital name cards. The SFS sales team and staff were encouraged to use the digital card and provide feedback. The digital cards were made right before Thaifex and were certainly found helpful on the trip to Thailand.

Unlike the old system, digital name cards are sustainable, convenient, and contactless. Customers just scan the QR code to get the data; users don't need paper to produce or update their digital name cards.

Interestingly, the app also records the number of times name cards have been exchanged. It also has a phone book that stores all contact information. The collected data can then be integrated into the company's CRM system.

Congratulations to SFS for using technology to empower your sales and business activities!



## App Features

**Name Card**  
show name card and QR code

**Scan**  
scan name card and other's QR code

**Contact**  
work as contact book to search for all channels

**History**  
to revisit QR code links

