

News

22.12.2022

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



It is the time of the year when we take the opportunity to reflect on the year that was.

Since the ease of traveling restrictions, I have had the pleasure and the privilege of meeting most of our business units' incredible and hardworking individuals. It is genuinely heartening to know that FOODSERVICE APME has so many people across the region who give their valuable time, passion, and energy to ensure our company's success!

As a matter of fact, some highlights of my year so far include witnessing the opening of the new office and warehouse in Dubai; the management mid-year meeting in Thailand; teambuilding activities in Vietnam, Cambodia, and Hong Kong; the full integration of SAP S/4HANA in all six countries; FHA in Singapore and Thaifex in Thailand; opening the MAXZI shop in Abu Dhabi; SFS winning Innovation Awards; and strong participation and sales growth for our in-house brands. This year saw FSAPME achieve numerous monumental milestones.

I am overwhelmed by the commitment and the achievements of our people. We are constantly innovating and finding ways to improve our existing solutions, all while creating new solutions to meet clients' evolving needs and ensuring FSAPME remains at the forefront.

We are just a few weeks out from 2023, and I would like to take this opportunity to wish everyone a happy and peaceful holiday season and a prosperous New Year.

Louis Lin
Chief Executive Officer, FOODSERVICE APME

The Best Town Hall Meeting



To celebrate the holidays, FOODSERVICE APME will organize a Town Hall meeting this December for its staff and employees. This event will be filled with surprises and cheer, and everyone is guaranteed to have a good time! This year's meeting will showcase an animation film featuring the head of the regional team and the country managers of Cambodia, Vina, Lordly, Dubai, Singapore, and SFS. Dressed as Santa Claus, each country manager will be visiting every business unit to distribute gifts and goodies to staff and employees. Following the gift-giving session, the top management team: CEO Louis Lin, COO Jackie Teo, and Director Helene Raudaschl, will be giving their inspirational speech, sharing the company's state as well as the company's progress, challenges, and plans for the future. It will be a pleasure to see everyone at this upcoming Town Hall meeting on 21 December.

FSAPME kicks off Regional Marketing Campaign with Ocean Gems seafood premium brand

In celebration of World Ocean Day, FOODSERVICE APME launched a three-month-long regional campaign to promote responsible aquaculture operations and sustainable seafood consumption.

In June, Singapore's leading restaurants and partners, including Masterclass and Four Hands, committed to serving sustainable and responsibly sourced seafood, joining the urgent call of the Hong Kong Sustainable Seafood Coalition (HKSSC) to save depleting fish stocks.

During the campaign, a wide range of seafood menus encompassing Western, Japanese, Chinese, French, and Fusion were offered to show that sustainable seafood eating habits are possible in all kinds of cuisines.

To encourage regional offices to boost sales, FSAPME held a sales and testimonials competition the following month. Among the participants, Indoguna Vina came in first with an amazing 416 percent increase in sales! They were followed by Indoguna Cambodia with a 136 percent increase. In the Testimonials category, Indoguna Singapore was able to accumulate the highest number of customer testimonials. Congratulations to all the winners!

Ocean Gems brand aims to continue its sustainable seafood standard and expand new products assortment to celebrate next year 20 years anniversary.



Chef Som Rai

Eat Fuschia Restaurant, Dubai UAE



Visit website: <https://www.ocean-gems.com>



All business units on board the SAP S/4HANA centralized single ERP platform



Nathee
Siripitaya

Senior BIT Manager
Siam Food Services



FOODSERVICE APME has experienced a remarkable year with the successful onboarding of Indoguna Lordly and Indoguna Singapore into the SAP S/4 HANA, a next-generation business suite. As FSAPME embarks on its digital transformation journey, this milestone shift from SAP Business One platform to SAP S/4HANA is a testament to its determination to lead in the digital economy.

With this solution, the company's six business units (Cambodia, Vietnam, Singapore, Thailand, Hong Kong, and the UAE) can deliver innovation while simplifying business needs to succeed in today's digital economy. In addition, the solution is expected to increase customer cross-sales or upsales, improve customer retention, and reduce revenue loss caused by stockout costs. Furthermore, the solution enables:

- The six countries utilize a centralized single uniform SAP 4/SHANA core business ERP platform on the Amazon Web Services cloud environment.

- FSAPME becomes a data-driven organization based on a centralized, system-integrated big data warehouse

- FSAPME to deliver cutting-edge technology through flexible solutions and good management that is aligned with the company's business technology transformations

- FSAPME to provide add-value customer experiences through insight-based business decisions

Indoguna Lordly's Brian Ho and Indoguna Singapore's Texximond Thong are leading the project, responsible for a successful launch and continued enhancement.



Brian Ho

Financial Controller, Indoguna Lordly

"As the saying goes, 'Project management is like juggling three balls at once - time, cost, and quality.' We have successfully completed the SAP S/4Hana Implementation Project; as the project manager for INDHK, I am proud to say we managed to keep all three balls in the air during this long and challenging journey.

In this opportunity, I would like to thank all my team members for their dedication, hard work, and commitment. It was commendable how everyone persevered and put forth an extraordinary effort to complete the project.

Throughout the process, I was grateful for the trust, collaboration, and support I received from our senior management, the regional team, Freewill consultancy group, and our local team.

The SAP S/4 Hana digital transformation provides the company with more flexibility, responsiveness, and resilience. The completion of the project is not the end but the beginning of more extraordinary things to come, not just for Indoguna Lordly but for the entire FSAMPE family. Teamwork makes the dream work. Together, let's fulfill our dreams. Cheers!"



Texximond Thong

Logistics Director, Indoguna Singapore

"The switch from SAP Business One to S/4Hana Enterprise was a major change. Nevertheless, it is the right decision from a synergy perspective. There is no doubt that S/4Hana is complex, but the ease of generating reports from all countries' business units is well worth the effort. For all of us, it will be a very useful tool to gauge where we stand and constantly improve.

Implementing a system will always have its challenges, but as our understanding of how it works increases, it will significantly contribute to productivity and adoption. All members

of the organization contribute to the organization's growth. We will learn, contribute, and work as a team to enhance the system's usability and achieve our common goals.

This organization has provided me with a great opportunity to learn and grow as a team member. As a team, we can elevate the organization's great name to new heights."

SFS hosts Bear Flour Training



Baking bread or pastry requires flour that is suitable for its purpose, and choosing one that is suitable is essential. With a deep understanding of how baking works, Siam Food Services hosted a Bear Flour training session for pastry chefs and bakers.

The training session took place at the company's office on 9 November, and its instructor was Shuji Sugawara from Kumamoto Flour Milling Co. Ltd, the maker of Bear Flour products. Aside from teaching new recipes, the instructor also discussed the differences in the flours' characteristics, for example, Crown

Bread Flour features low ash content and is good for high-quality milk breads; Midorchiky Bread Flour meanwhile has high ash content and is suitable for filled/stuffed breads and pastries. FX Bread Flour, known for its high protein content, is ideal for frozen doughs, pastries, and rolls while Janome Cake Flour can be used for cakes, tempuras and more.

The baking training event was a huge success. As a result of this session, the participants were able to advance their baking skills.



SFS celebrates 38 years with a solemn ceremony gathering

In celebration of 38 successful years in the food service and retail business, Siam Food Services conducted a worship ceremony last 24th September to ask for blessings and prayers for continued prosperity and happiness.

Held at the SFS headquarters in Bangkok, the ceremony was attended by FSAPME Regional Finance Director, Khun Ruth Komutpong, and Managing Director, Khun Preeyada Sripiboon. During the solemn activity, the management team, members, and employees offered food to the monks while they chanted Buddhist mantras and sprinkled holy water for more prosperous years to come.



PEOPLE

Cristian promoted to Sales Manager



With great pleasure, Indoguna Cambodia announces the promotion of Cristian Rota to Sales Manager. His promotion is due to his outstanding performance in meeting the company's expectations, objectives, and KPIs.

"I would like to thank my team for all the support I have received during my first 1.5 years as a key account manager and assistant sales manager. As Sales Manager, I feel even more a part of the project, and I am motivated to face the challenges and responsibilities this new role will present. I am very grateful for the opportunity to advance my skills and grow with this company, and I hope under my leadership, other team members will have the same chance in the future." - Cristian Rota

Cristian joined Indoguna Cambodia in March 2021 as a key account manager. Most recently, he was an assistant sales manager. His responsibilities as the new Sales Manager will include strengthening the sales department, increasing revenue by fostering teamwork, and developing skills in the younger generation.

Cambodia drives employee growth through English language course



As the F&B industry continues to evolve and become more competitive, the number of workers familiar with the industry is decreasing, especially for non-English speakers. Most new laborers struggle with the workplace or client communication when they first join the company. For this reason, Indoguna Cambodia recently launched a six-month English language course for its eight pickers - individuals responsible for picking the right product to deliver to a customer. This training focuses

on food terminologies that they will find helpful, as well as basic English comprehension skills.

"I'm glad the company provides us with opportunities to develop our picker roles further," said one picker. Our previous employers did not provide us with such training."

Food packages are mostly imported from Europe, Australia, and other countries, so picking the right product depends on the selectors' ability to read and understand the labels.

Singapore hosts BBQ Party



Indoguna Singapore's HR, admin, and marketing teams organized a corporate barbecue last 12 August 2022 at the company's car park to foster teamwork and create a positive work environment. The event was well attended by all staff members and employees.

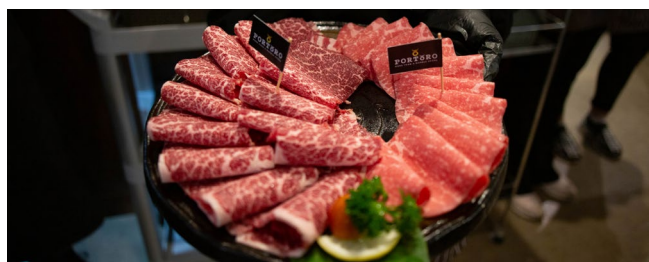
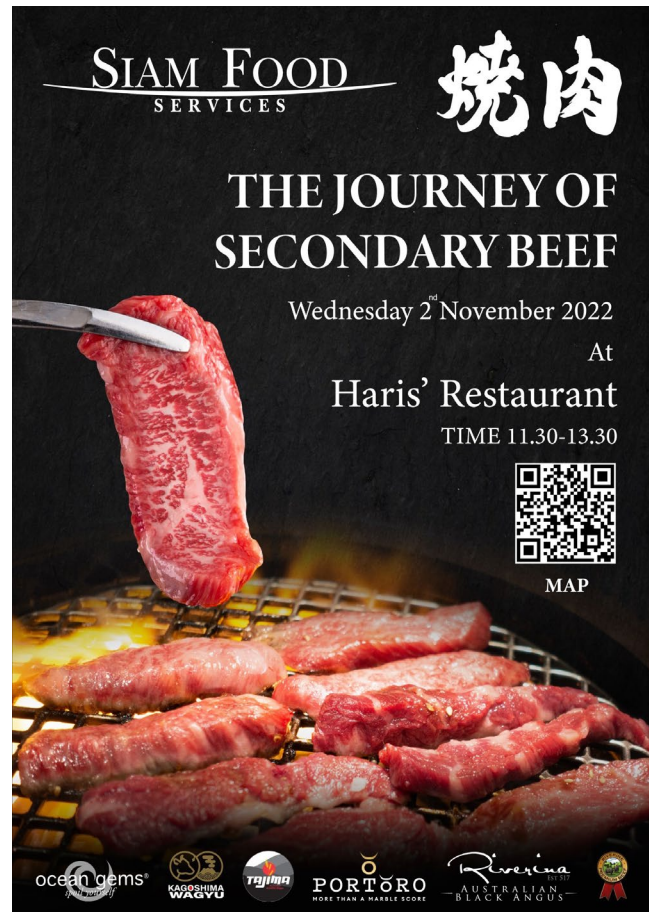
As part of the welcome speech, Jackie Teo and Rafi Joshua, the Managing Director and General Manager respectively, gave a few words. Foods served that day included Carne Meats Chicken Chipolata Coarse, Chicken & Cheese Sausage, FZ Beef Steak with Truffle, Arlene Chili Sin Carne with Rice, Arlene Spaghetti Bolognese, My Cafe Latte Caramel Macchiato and Volvic Water.

ACTIVITIES

SFS Chef's table explores beef's various cuts and textures in Yakiniku Concept

Siam Food Services held an exclusive chef's table event called "The Journey of Beef Secondary Cuts" at Haris' Ramintra branch. The event required two sessions since 120 guests attended, including not only chefs but restaurant owners and top management as well. During the event premium brands such as Ocean Gems, Riverine, Riverina, Tajima, Portoro, and Kagoshima were introduced to the attendees.

As the main part of the program, guests experienced various secondary cut beef parts like chuck roll, oyster blade, topside, etc. This allowed them to gain a better understanding of texture and tenderness and demonstrated to all that these cuts can be a delicious alternative to prime cuts. Productivity, trust, and respect among employees.



ACTIVITIES

SFS introduces Dairy Destinations in Makro Chaengwattana

To help promote Dairy Destinations at Makro Changwattana, SFS launched a campaign from 12-16 October, including a tasting activity and a cooking demo. The food-tasting event introduced Dairy Destination's mozzarella and cheddar cheese as great ingredients for pizzas and Millac Roselle Supreme whipping cream for desserts, coffee, and sundaes.

Chef Preecha, Siam Food Services pastry chef, showed customers how easy it is to create strawberry shortcakes using Millac Roselle Supreme for its toppings. The product, which requires no chilling, is an excellent alternative to ordinary sweetened cream as it holds its shape for up to 15 minutes, thrice the duration of ordinary dairy cream. Moreover, it has a clean, grease-free flavor and creamy texture, which many love.



Makro HORECA shows limitless styles and ideas to expand food business



Makro Horeca organized an event at Mueng Thong Thani between the 17th and 20th of November to inspire more customers and support the country's strong culinary culture. The series of events aimed to entice hotel, restaurant, and coffee shop owners and decision-makers to rediscover Makro's products. Siam Food Services participated through three major activities - Food Solutions, a Chef's Table, and Mookrata (BBQ in Thai Style). The first activity presented the company as the leading food solutions provider in Thailand, supported by the variety of local and international food brands available.

Meanwhile, Ocean Gems was highlighted as the well-loved seafood brand. The Japanese-inspired fine dining menu featured savory creations such as seafood salad, Hokkaido scallop salad, crab meat topped with ikura seasoning and soy dressing, grilled cheese tortilla, lamb bolognese spaghetti, and caramel mille-feuille. The event attracted VIP customers and was presented by Chef Panu Viriyapongsukit, Corporate Savory Chef of Siam Food Services.



ACTIVITIES

Vina exhibits at Hanoi Food Show



After two years, Indoguna Vina brought the fullest culinary-immersive experience during the very first Indoguna Vina Food Show in October. Vina featured the finest selections of food from all food categories and featured world-renowned brands like Kamichiku Japanese wagyu, Tajima Australian wagyu, Portoro black

angus, and in-house brands such as Ocean Gems seafood, Carne Meats Raw, Chef's Selection, Savepak, Eurial, Dairy Partners, Cap Bourbon toothfish, Delifrance bakery, Aro frozen fruits, and many more. Moreover, this event also creates an opportunity to find out first-hand what customers and partners want and also learn more about competitors.

Riverine Relaunch Event attracts industry decision makers



To celebrate the new journey of Riverine Black Angus in Vietnam, a tasting and wine pairing event was hosted by Indoguna Vina last 30th August. Teys Group's Riverine Black Angus is known for its award-winning beef produced from cows that are fed cereal grains and raised in a lush, temperate region. The cow's special diet enables its beef to attain a rich flavor and even marbling.

About 50 of the local industry's most influential decision-makers and potential customers attended the event. Mr Scott Lin, a representative of Tey's Group, was also present at the event. Guests were served a selection of mouthwatering canapes featuring brands such as Bonta Viva Burrata Cheese, Farm Frites potatoes, Chef's Selection processed meat, and more.

Cambodia highlights the best of Marrakech



Bringing Morocco's food scene closer to home, Indoguna Cambodia hosted a chef's table event themed 'A Sunday In Marrakech.' This popular event was held in Sofitel, Phnom Penh Phokeethra, on 23rd October.

The chef's table event offered diners the opportunity to savor a variety of classic and fusion lamb dishes from Woodward

Food's Australia and CP meat. In addition, diners enjoyed traditional favorites such as roast lamb and samosas, along with free-flow Champagne Taittinger.

ACTIVITIES

Indoguna Singapore stages Masterclass series during FHA 2022



FHA's September event is one of Singapore's largest gatherings for the F&B industry. Indoguna Singapore organized a series of Masterclass events as part of its strategy to promote its leading brands, such as Green Rebel, Devesa, Ekro, Ocean Gems, Geofoods, Lumina, Candia, Carne Meats, etc. For 3 days, Indoguna Singapore presented a variety of partners and dishes during the four-day FHA event, enabling participants to dive deep into their innovative food products.

This curated line-up of activities which happened in Singapore Expo Hall 2, featured expert chefs: Chef Manjunath Mural, Chef François Galtier, Chef Addis Tan, Arnaud Thulliez, Gennaro Piscopo, Giulia Brillini, Scott de Bruin, Tomas Zymnis, Dallas Pitches, Chef Kong Kok Kiang, Chef Koh Han Jie, Chef Marvas Ng, and Chef Darren Chin.



Appreciation Dinner concludes FHA season



Adhering to a recognition-rich culture, Indoguna Singapore hosted an Appreciation Dinner to connect and celebrate with its partners and suppliers. The dinner aimed to recharge their batteries and end the FHA season on a high note. Held at the Grand Hyatt Singapore, the buffet dinner was specially curated by Chef Gottfried, Chef Steffan, and Chef Leong of Grand Hyatt.

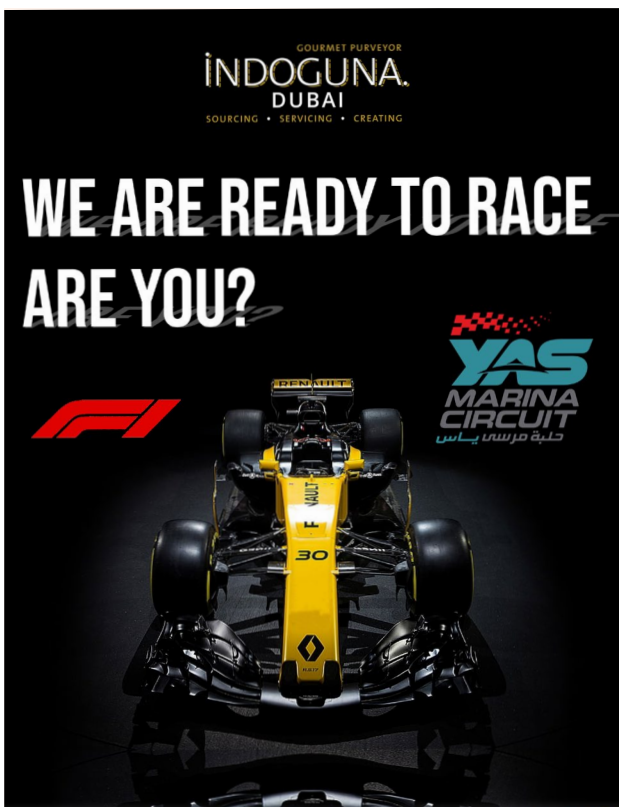
ACTIVITIES

Events and festivals amp up Dubai's food promotions

Indoguna Dubai continues to engage with its customers through experiential marketing at food festivals and supermarkets throughout the year's final quarter.

Last quarter, the month-long celebration of Oktoberfest was an excellent opportunity for Indoguna Dubai to promote its Carne Meats home brand. This brand features a wide array of choice meats, including beef breakfast sausages, beef hotdogs, smoked beef frankfurters, air-dried beef sticks, pure beef salami, and more.

The most anticipated events in Q4 are the FIFA World Cup and the Abu Dhabi Formula 1 Race. To capitalize on these events, the company continues to promote the best food brands in cooperation with sports pubs and bars where many sports enthusiasts gather.



Carne Meats' in-store sampling campaign drives sales in Dubai



From 7-11 December, Carne Meats held an in-store sampling event at four selected Spinneys and four Waitrose stores where retail customers could sample various pre-sliced cured meats. Six products were selected, two of which were wagyu products (wagyu pancia and wagyu beef coppa) that are generally unavailable for in-store sampling anywhere else, as wagyu products are not free to try.

Indoguna Dubai believes the best thing it can do for its customers is to encourage them to try some of the premium range of Carne Meats products. Through in-store sampling, we increase awareness of the Carne Meats brand by ensuring that customers try our products, and we can highlight the brand philosophies and advantages that distinguish us from our competitors.

There was plenty of positive feedback received during the in-store event, and many customers immediately purchased the products being sampled. In addition, providing the free tasting or the try-before-you-buy campaign led to sales conversions at the point of purchase that drove sales at the selected outlets.

Promoting Carne Meats at Spinneys and Waitrose outlets in major communities and prominent areas of Dubai is excellent exposure for the brand.

During the festive season, this project is very timely to remind customers to choose Carne Meats for their charcuterie platters, cheese boards, salads, sandwiches, and many other dishes.



WHAT'S NEW

Lordly launches 'Make Your Xmas Sustainable Campaign



The holiday season is expected to increase demand for seafood. While the traditional Christmas meal in western households is turkey, Hongkongers would rather indulge in seafood delicacies throughout the festive season.

This Christmas, Indoguna Lordly is launching a promotion geared towards seafood lovers and those interested in protecting marine life.

"Others might tell you to stop eating fish; however, the most impactful things customers can do are source and use sustainable seafood," says Ming Chiu, Assistant Marketing Manager.

This campaign, titled "Make Your Xmas Sustainable," encourages customers to support fisheries that follow environmentally responsible practices. Moreover, it aims to educate consumers about the benefits of buying and eating sustainable seafood.

Throughout December, customers are rewarded with a Plantable Calendar when they order sustainable seafood dishes. Plantable Calendar is made of biodegradable paper that can be planted in the ground. The calendar and the plant help remind consumers of the value of living sustainably every day.

MAXZI Select Opens Three More Shops

MAXZI Select, the Good Food Shop, has opened three more shops in the third quarter this year, with Coronation Plaza welcoming customers in early July, Centrepoint in late August, and Ang Mo Kio 712 in mid-September. With the three new stores, MAXZI Select now operates in four locations nationwide.

Attended by the Group CEO for Fairprice, Mr. Vipul Chawla, the launch of three additional MAXZI Select stores symbolizes growth for the brand and the prospect of enriching lives in the communities they serve.

The stores provide advice and service for consumers looking for the best-in-class beef, lamb, cold cuts, sausages, cheeses, and more. In addition, both Coronation and Centrepoint have hot deli counters offering barbecued whole chicken, barbecued pork ribs, chicken legs, sausages, and smoked duck breasts.

The Centrepoint branch is the first and only store equipped with a full 6ft cheese counter and multi-deck chiller and this truly sets it apart from competitors.



Dubai launches third MAXZI outlet in Yas Mall Abu Dhabi



MAXZI has recently opened a new outlet in Yas Mall Abu Dhabi, one of the most popular malls on Yas Island. To date, MAXZI has three outlets in the UAE.

There will be a number of MAXZI favorites available for customers to enjoy, such as their smash-and-sear burgers, steaks, and grilled chocolate-fed wagyu steaks.



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MAXZI Dubai launches new menu

To welcome the holiday season, MAXZI, the good food shop, is tapping the Mexican food tradition with a new menu launch. Diners will love the ribeye steak tacos as they're made from pure angus and topped with onions, coriander, and a very special salsa verde.

MAXZI which is known for its award-winning beef burgers and ribeye steak sliders is adding new dishes like ribeye steak tacos, beef chorizo cheeseburger, rich lobster bisque, and beef brisket quesadilla. The Mexican-inspired dishes will be available until January 2023.



Halloween Contest

For Halloween, MAXZI held a two-day trick-or-treating event where kids ate for free. There was also an online photo-liking contest. Two contestants in the photo competition won AED200 MAXZI gift vouchers;

Ethan Bienfirio Escarza with 251 Facebook votes and Kiera Betheena Lumba with 245 Facebook votes.



Indoguna Singapore gains new business from Oktoberfest

In the spirit of bringing authentic German experiences to the island nation, Indoguna Singapore took advantage of the month-long Oktoberfest season by promoting Carne Meats finest Weisswursts, and new delectable sausages such as Stadwurst, Thueringer, Pork Frankfurter, and Pork & Cheese.

The joyous event held at Brotzeit VivoCity offered a live station led by Indoguna Corporate Master Butcher, Walter Schiele, and Group Executive Chef of Brotzeit, Chef Lorenz. Participants enjoyed the free flow of CM Weisswursts for only SGD25/pax and an all-brunch free flow for only SGD50/pax. In addition to attracting more than 200 participants, the event secured new business for 12 tonnes of sausages per year.



Reinforcing healthy work relationships in Dubai

This year, Indoguna Dubai hopes to further improve the workplace culture with more engaged employees. Workforce connections, stress, and burnout reduction are its goals. Before October ended, the company celebrated Diwali, a Hindu festival packed with outdoor lights, decorations, and fun games within the office building. The employees dressed up in their traditional clothing and celebrated the event with a nice lunch.

In addition, the company held its annual fitness challenge to promote and encourage employees to do 30 minutes of exercise for 30 days. The 'Dubai Fitness Challenge' campaign aimed to promote fitness and wellness and inspire everyone to seek a balanced work-life lifestyle.

Still in conjunction with its annual fitness challenge, the company participated in Dubai Run 2022 - one of the world's largest fun run events. Registered runners were provided with race bibs and t-shirts. It was a great group activity for the employees as this allowed them to enjoy the run whilst getting fit. Dubai Run 2022 was held at Dubai's Sheikh Zayed Road.



Makro's second store is now in Phnom Penh

Following the success of its first store in Cambodia, Siam Makro has launched its second food service store in Chroy Changvar, Phnom Penh. The opening of the new store coincides with the launch of the company's B2B digital marketplace platform and the ASEAN Games. The new store is expected to meet the needs of its customers and supplier base, especially regarding chilled and frozen products. The new food service store features a new range of Carne Meats Raw, including specialty items such as Private Label and Harvey chilled beef.



SPECIAL TOPICS

Congratulations to Siam Food Services for winning Innovations Awards!

Siam Food Services won the most prestigious award of the year - the CPALL President Awards - for its project "Upscale Cheese Processing and Private Label"

Among the 45 projects submitted this year, only six projects won this award. The same project also earned 1st runner-up status in last year's Makro Innovation Awards for its brilliant model that aims to gain new incremental sales.



Makro receives UN Women 2022 Thailand WEPs Awards



Khun Saowaluck Thithapant, Group Chief Executive Officer of Makro Business received the award in the Gender-Inclusive Workplace category from the UN Women 2022 Thailand Women's Empowerment Principles Award (WEPs) at Centara Grand, recently. This award demonstrates Makro's excellent efforts in encouraging gender equality throughout the organization.

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Silver Award for Approval Process Excellence Awards 2022



Siam Food Services launched Finance Technologies Digital Collection (FINTECH), a solution that uses AI/ RPA and Machine Learning to upload bank statements into the SAP system which will automatically release customers credit that proceeds payment to SFS.

The solution provides these benefits:

- 1. Removed 16 steps and decreased 252 man-day per year**
- 2. Greatly reduced the process of approving customers credit 7 steps and 2 steps of create new customers' order**
- 3. It has resulted in the creation of new orders, and it has greatly improved the return on investment of 1.5 million baht**

Among the 45 projects submitted for this competition, FINTECH was chosen among the 25 finalists of the Approval Process Excellence Awards which was held last 7 November 2022 at the PIM Convention Hall.

A key element in the company's success has been the leadership of Khun Natthee Siripitaya, Senior BIT Manager of SFS. Khun Natthee has been a vital figure in leading the production, commercial, and sales of modern trade teams of the company and we thank him for his dedication to the success of SFS.