



## MEDIA RELEASE

### SATS TAKES HAWKER BRANDS REGIONAL

FoodFlix programme taps SATS capabilities, food technologies, and distribution network to help SMEs access new retail channels

**Singapore, 23 November 2021** – SATS Ltd. (SATS) today announced that FoodFlix, its venture arm's brand accelerator programme, has sparked collaborations with local hawkers, food & beverage brands and start-ups in Singapore to help them internationalise while expanding the group's portfolio of branded food solutions and non-travel food business. Combining culinary innovation with a collaborative culture, SATS connects SMEs with the resources and know-how to enter new markets and retail channels. SATS has helped homegrown brands such as Song Fa Bak Kut Teh, Bismillah Biryani Restaurant, Kok Kee Wonton Noodle, Qiu Lian Ban Mian, Beach Road Prawn Noodle House and Boon Tong Kee to bring their signature dishes to the skies by adapting and producing them at scale for Singapore Airlines' Singapore Showcase. SATS is also working with brands such as Chew Kee Soy Sauce Chicken, Killiney Group, Soon Heng Pork Noodles, Keng Eng Kee (KEK) Seafood, Ponggol Nasi Lemak and White Restaurant to extend their reach into retail, aviation and institutional catering channels.

SATS has been transforming itself and strengthening its capabilities such as innovation. The FoodFlix programme not only extends and enriches SATS' food solutions and product offerings through partnerships with F&B brands to create new business models, but enables local hawkers to expand by harnessing the company's capabilities, capacity, and distribution network. SATS provides culinary consultation and product innovation opportunities for brand owners to experiment, adapt and scale recipes that are typically cooked on demand, for various channels such as aviation catering, ready-to-eat meals, and food delivery for consumers with consistency and quality.

SATS is embarking on a broader collaboration with hawker brands to conserve and promote Singapore's hawker culture which was added to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity in December 2020. For example, FoodFlix has introduced co-branded ready-to-eat products in supermarkets through SATS subsidiary, Country Foods. Consumers are able to enjoy KEK Seafood's signature sauces in the comfort of their homes through Farmpride-KEK Seafood Salted Egg and Coffee Drumettes, and can expect more delicious collaborations in local and overseas supermarkets, convenience stores, and retail chains.

Kerry Mok, Chief Executive Officer of Food Solutions at SATS said, "FoodFlix is a platform for us to foster culinary and business model innovation through mentorship and collaborations with established brands and F&B startups. When it comes to product development, it's about culinary know-how, food technologies, distribution, branding, co-packing, production and the supply chain. SATS believes in



supporting local hawker and F&B brands across our network to preserve each country's unique food heritage by generating collective value to help them thrive in today's evolving F&B landscape”.

The launch of FoodFlix is another step in achieving SATS' vision to feed and connect communities by delighting customers and anticipating their needs with innovative food solutions and seamless connections. SATS believes in helping SMEs develop by creating opportunities to accelerate their growth. In doing so, the company paves the way for more customers to enjoy and learn more about Singapore's culinary heritage on a larger scale across its network.

**END**

### **ABOUT SATS LTD.**

SATS is Asia's leading provider of food solutions and gateway services. Using innovative food technologies and resilient supply chains, we create tasty, quality food in sustainable ways for airlines, foodservice chains, retailers and institutions. With heartfelt service and advanced technology, we connect people, businesses and communities seamlessly through our comprehensive gateway services for customers such as airlines, cruise lines, freight forwarders, postal services and eCommerce companies.

Fulfilling our purpose to feed and connect communities, SATS delights customers in over 55 locations and 14 countries across the Asia Pacific, UK, and Middle East. SATS has been listed on the Singapore Exchange since May 2000. For more information, please visit [www.sats.com.sg](http://www.sats.com.sg).

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## Annex – Fact Sheet on F&B Brand Partners

S/N	Brand Partner	About the Brand
1	Boon Tong Kee	<p>It all began in 1979 when Mr Thian Boon Hua opened a humble, Cantonese-influenced chicken rice stall in Chinatown. Boon Tong Kee soon gained fame for its distinctive, silky white chicken that was tender and well-complemented by flavourful rice.</p> <p>The founder expanded the business with the help of his family and soon, Boon Tong Kee became a dining establishment lauded by industry leaders and patrons for its exceptional taste, quality, and heartfelt service.</p> <p>Boon Tong Kee is one of Singapore’s leading brands that is famous for its mastery of delighting customers then and now, with eight restaurants island wide and a menu that includes “zi char” favourites.</p>
2	Bismillah Biryani Restaurant	<p>Bismillah Biryani started as a simple coffee shop stall in 2003 and began with a menu of biryani, naan, and tandoori items. It grew and moved to Dunlop Street in Little India. This was where the pursuit of perfection continued as they set forth to create biryani from their own recollection of aroma and taste, holding fast to their belief that a perfect biryani is a complete meal on its own.</p> <p>Bismillah Biryani received their first Michelin Bib Gourmand on July 14, 2016 and continued to bag three more Michelin Bib Gourmand in 2017, 2018, and 2019.</p>
3	Qiu Lian Ban Mee	<p>The story of Qiu Lian began in year 1988. An enterprising housewife came up with a delicious soup recipe for Ban Mee and Mee Hoon Kuay, and popularised this unassuming noodle dish in the 90s.</p> <p>Customers flocked to Qiu Lian’s stall for the tasty handmade noodles served in their signature soup. The popularity of its noodles spearheaded the Ban Mee trend in local food scene, making this noodle dish ubiquitous in almost every traditional coffee shop and food court in Singapore since then.</p> <p>Qiu Lian continues to have a huge following and is one of the top-of-mind recalls when it comes to Ban Mee even after 30 years.</p>
4	Song Fa Bak Kut Teh	<p>Established in 1969, Song Fa Bak Kut Teh is a Singaporean restaurant chain that sells Teochew-style pork rib soup or <i>bak kut teh</i>. Its mission is to preserve the dining experience of this heritage dish, and it aspires to cultivate generations of people who will enjoy it. With a strong emphasis on good service, expect every need to be taken care of when dining at Song Fa.</p> <p>Song Fa was founded by Yeo Eng Song, who started selling bak kut teh at a stall along Johor Road made from his own recipe. He later moved to a coffeeshop on Victoria Street in 1975 and eventually, to the iconic outlet at New Bridge Road in 2007. Since then, the business has grown from one to 13 outlets in Singapore.</p>

		<p>Currently managed by the 2<sup>nd</sup> generation, helmed by Mr Yeo Hart Pong, Song Fa serves up piping hot bowls of peppery pork rib soup, brewed from quality ingredients sourced from around the region.</p> <p>To date, Song Fa has expanded overseas with outlets in Indonesia, China, Taiwan and Thailand. Song Fa received its biggest endorsement in 2016 when it was awarded the Michelin Bib Gourmand. It has since held on to this accolade for four consecutive years.</p>
5	Kok Kee Wanton Noodles	<p>Established in 1985, Kok Kee Wanton Noodle was founded by Hong Choy Ing and her elder sister, Hong Choy Chan, and is famous for its springy noodles mixed in their secret sauce.</p> <p>At the age of 13, Hong started working at a wanton noodle stall and soon fell in love with the heritage dish. With her years of experience, she decided to concoct her very own wanton noodle sauce. Coupled with her strong beliefs in traditional cooking methods, authentic flavours, and fresh ingredients, they created Kok Kee Wanton Noodle.</p> <p>Their first humble store, located at Lavender Food Square, soon gained popularity for its authentic, truly old-school Singapore wanton noodles. Serving food from the heart, the dish also gained the loyalty of many Singaporeans, with different generations of customers traveling island wide for a taste of the traditional dish and their signature handmade wantons.</p> <p>Since moving to Foch Road in 2019, Hong, together with her two sisters and daughter, continues her daily preparation using the freshest ingredients and serving their simple yet delectable wanton noodles to familiar faces. Today, Kok Kee Wanton Noodle has been acknowledged as “One of the Best Wonton Noodles in Singapore” by various local food critics and mainstream news and media outlets.</p>
6	Beach Road Prawn Noodle House	<p>Beach Road Prawn Noodle House had its origins in the late 1920s. Mr Lee Pee Tuan started out as a street hawker at Blanco Court selling prawn noodles in a make-shift store.</p> <p>His son, Mr Lee Seng Hoon, had been helping out at the stall since he was eight years old. He then set up a stall at North Bridge Road in the 1950s. In the 1970s, he moved his business to a coffeeshop at Haji Lane along Beach Road (hence the name ‘Beach Road Prawn Noodles’) where he expanded the business by improving the taste and freshness of the soup base.</p> <p>In the 1980s, Beach Road Prawn Noodle moved to its current location at East Coast Road, helmed by third generation owner Mr Lee Chee Wee and his son Mr Justin Lee. Building on the traditional Lee family prawn noodle, they introduced the Big Prawn Noodle where the brand gained popularity and became a well-known household name.</p>

		Over the decades, the Lee family prawn noodle has won the hearts and souls of many faithful supporters, bringing them the nostalgia of yesteryears, generation after generation.
7	Keng Eng Kee (KEK) Seafood	<p>Nestled within Alexandra Village is Keng Eng Kee (KEK) Seafood, a local <i>zi char</i> eatery that has been 'wok-ing out' fiery dishes for three generations. Keng Eng Kee started as a small hawker stall at Old Havelock Road in the 1970s.</p> <p>As a titan in the realm of "<i>zi char</i>", whenever one mentions Moonlight Hor Fun, KEK Seafood readily comes to mind. The glossy smooth noodles are full of tantalising <i>wok-hei</i> (Cantonese for 'wok breath'), harnessed through the chefs' prowess.</p> <p>It is not just their food that sets them apart. The three 3<sup>rd</sup> generation Liew siblings currently helming the business, are very much committed to keeping the 'kampung spirit' alive and believes in 'people and family first, then business'.</p>
8	Soon Heng Pork Noodles	<p>Soon Heng Pork Noodles, currently helmed by second-generation hawker Andrew Tan, sells a soup-based Bak Chor Mee in the corner of a quaint little coffeeshop along Neil Road. One can easily spot the corner stall as there is always a queue.</p> <p>Famous for their soup broth, it is painstakingly simmered overnight using fresh pork bones and other ingredients to produce a milky, light, and flavorful broth. Specific parts of the pork are selected for the minced meat and marinated to perfection to make it soft and tasty. The wonton fillings are made with minced meat that have the precise fat-to-meat ratio and well-mixed with dried sole fish (<i>ti poh</i>) to produce the plump and juicy wantons that customers love.</p>
9	Chew Kee Soy Sauce Chicken	<p>Chew Kee Soy Sauce Chicken (Chew Kee) first opened its doors at 8 Upper Cross Street and sold its first soy sauce chicken in Singapore 72 years ago in 1949. For decades, many of Chew Kee's loyal customers have been eating their soy sauce chicken since they were a child.</p> <p>Serving its signature soy sauce chicken cooked using its own traditional recipe, the umami taste of the fragrant braised sauce with the succulent chicken remains a top favourite among Singaporeans and tourists.</p> <p>Spanning three generations, Chew Kee has withstood the test of time and remains true to its roots. The business still operates from its original location.</p>
10	Ponggol Nasi Lemak	<p>Established in 1979, Ponggol Nasi Lemak has been serving one of the most iconic foods in Singapore.</p> <p>They pride themselves in serving their distinguishable signature sambal chilli, fragrant coconut rice, crispy fried chicken, and a whole array of side dishes with quality and consistency, allowing them to weather tough competition and maintain their market leadership.</p> <p>Founded by Mr Ang Chye Choon and Madam Koh Ah Tan, this family-run business started delivering traditional pre-</p>

		<p>packed Nasi Lemak in banana leaves to distributors and hawker stores in Singapore.</p> <p>Today, the brand consists of four specialty stores. At the third and fourth outlet at Jalan Besar and Capitol Singapore, they have successfully combined their years of culinary experience with automated kitchen technology and multi-stage food production processes through tireless product research and innovation, enabling them to scale their operations consistently and effortlessly.</p>
11	Killiney Group	<p>Founded in 1919, Killiney Kopitiam is Singapore's oldest Hainanese coffeeshop. Since its humble beginnings at 67 Killiney Road, the heritage brand has expanded both locally and internationally over the years. Today, the Killiney Group has over 40 outlets worldwide.</p> <p>Traditionally famous for serving the quintessential Singapore breakfast through its Nanyang-style coffee &amp; tea, half-boiled eggs and kaya toast, Killiney outlets now offer an extended menu showcasing a wide variety of local delicacies including Singaporean favourites such as Curry, Laksa, Mee Siam, etc.</p> <p>Beyond its brick-and-mortar stores, Killiney has also expanded into the FMCG sector to offer authentic and classic Singapore flavours under the same heritage brand. The current food merchandise portfolio includes traditional premium beverages, modern capsule pods as well as ready-to-cook food pastes, strongly reflecting the group's mission to combine and provide quality food products with convenience for all to enjoy <i>The Killiney Experience</i> in the comfort of their homes.</p>
12	White Restaurant	<p>Originally prepared as a homely dish by founder Mr Tay King Huak, White Restaurant's signature Original Sembawang White Beehoon has since become a uniquely Singaporean dish well-loved by both local and overseas gastronomes.</p> <p>The homegrown brand had humble beginnings in 1999, operating from a small hawker stall in Chong Pang Market before moving to Jalan Tampang in 2000 when the market closed. The immense popularity of their signature dish led customers to fondly refer to them as the "Sembawang White Bee Hoon Restaurant" instead of the official name of You Huak Restaurant. As its reputation grew, so did the number of outlets. In 2013, the restaurant officially rebranded to the "White Restaurant" we know today, having amply earned for itself the revered reputation of its namesake dish.</p>