



## MEDIA RELEASE

### SATS VENTURES ARM CREATES FOOD-TAINMENT WITH PERSONALISED PASTAS

*New F&B concept Twyst makes healthier pasta accessible through data-driven culinary innovation*

**Singapore, 10 December 2021** – SATS Ltd. (SATS) today announced that its food solutions venture building arm has launched a new food & beverage concept, [Twyst](#), created for consumers through the combination of culinary innovation and data-driven consumer insights. Customers will be entertained with a myriad of affordable freshly cooked options ranging from chef's signatures and healthier choice<sup>1</sup> pastas, to personalising their pastas to suit their lifestyle and diet.

On the back of SATS' contactless dining experience at the Housemen's Canteen at Singapore General Hospital, its culinary team is employing data analytics derived from online channels such as its ordering systems, product reviews, food delivery partner platforms and more to refine Twyst's pasta offerings to meet changing consumer palates. Consumer preferences are also gleaned from offline channels through targeted tasting sessions and the company's institutional catering customers during the product development phase. SATS' chefs are adopting a digital-first approach to complement its culinary expertise and fine-tune dishes at a faster rate. Both chefs and customers will benefit from this new creative licence to experiment with a wide variety of flavours while making more informed food choices.

In this way, SATS continues to harness its extensive culinary know-how, food technologies, integrated supply chain and large-scale kitchen capabilities to feed communities. SATS' hybrid kitchen model, which aggregates demand through its integrated supply chain and large-batch production of meal components such as soups and sauces in its central kitchens, enables greater operating leverage to support new F&B concepts such as Twyst. This model enables Twyst to curate a wide-ranging menu, produce meal components in large volumes off site, before dishes are freshly assembled and prepared for diners on site.

SATS' food solutions ventures arm is also bringing like-minded local F&B brands such as Tiong Hoe Specialty Coffee on board to extend their retail reach with gourmet baked goods pairings from SATS subsidiary, Country Foods. In the spirit of fostering collaborations in local communities, its food solutions ventures arm initiated a partnership with the Singapore Chefs' Association (SCA) to stay attuned to local tastebuds.

Kerry Mok, President and Chief Executive Officer Designate, SATS said, "Through our consumer insights work, we realised that consumers want healthier pastas with fresh, authentic flavours. SATS is well-placed to deliver this combination of culinary innovation and quality food offerings."

**END**

---

<sup>1</sup> The Healthier Choice symbol from the Health Promotion Board in Singapore indicates which food products and dishes are healthier options for consumers to make informed food choices.

## **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).

### **Media Contact:**

Charlene Sng  
Senior Manager, Public Affairs & Branding  
SATS Ltd.  
Tel: +65 6541 8200  
Email: [Charlene\\_SngHL@sats.com.sg](mailto:Charlene_SngHL@sats.com.sg)