



## MEDIA RELEASE

### **SATS EXPANDS HAWKER BRANDS INTO RETAIL WITH FRESH TAKES ON SIGNATURE ITEMS**

*Familiar hawker delights now available as ready-to-eat meals at 7-Eleven*

**Singapore, 6 July 2022** – SATS Ltd. (SATS) today announced that its brand accelerator, FoodFlix, has launched a collaboration with time-honoured hawker brands, Qiu Lian Ban Mee and Chew Kee Soy Sauce Chicken. The collaboration aims to expand these hawker brands' signature items to new dishes and introduce these meals in a ready-to-eat format that will be exclusively available for a limited time only at 7-Eleven stores across Singapore.

SATS will launch two signature hawker products under The Travelling Spoon label. The Travelling Spoon is a SATS brand that celebrates and preserves the authenticity of Asian culinary heritage in a convenient format suitable for time-starved consumers who want to savour an authentic Asian meal while on the go. The Travelling Spoon - Chew Kee Braised Soy Sauce Chicken with Hor Fun is a hearty recreation of Chew Kee's soy sauce chicken and a generous serving of its umami-tasting sauce served with braised side dishes. The Travelling Spoon - Qiu Lian Minced Chicken Dry Ban Mee pairs Qiu Lian's handmade noodles with a spicy, tangy sauce that is specially developed by SATS.

"This SATS collaboration with hawker brands allows consumers to savour familiar local delights and experience these brands in fresh ways. At the same time, it enables these brands to leverage SATS' culinary expertise, food technology, innovation, large-scale production capabilities, and distribution network to diversify their channels and expand their product portfolio and brand," says Emmanuel Tan Yan Ren, Head of Commercial Catering at SATS.

Both products retail at S\$5.80 each and are available exclusively at 7-Eleven stores in Singapore from 6 July to 30 August 2022 as part of the 7-Eleven Hawker Fiesta.

**END**



## **ABOUT FOODFLIX**

FoodFlix is a brand accelerator programme under the venture arm of the Food Solutions division at SATS. The venture arm aims to drive growth through existing and new businesses, and develop adjacent businesses and new revenue drivers beyond the travel segment, in partnership with the Singapore Economic Development Board (EDB) and local SMEs to serve its growing network and customer base.

FoodFlix connects food and beverage brands with the resources to scale and internationalise, through the harnessing of SATS' capabilities, distribution network and brands. The programme aims to forge partnerships with brand partners, creating new business models whilst supporting our brand partners' expansion capabilities. FoodFlix presently works with over 10 brand partners in Singapore to extend their reach into retail, aviation and institutional catering channels.

For more information, please visit [www.sats.com.sg/foodflix](http://www.sats.com.sg/foodflix).

## **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 60 locations and 14 countries across the Asia Pacific, UK, and the 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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