



**For immediate release**

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## **CIZA Concept takes on FoodXervices account**

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SINGAPORE, September 16, 2009 - CIZA Concept ([www.ciza.com](http://www.ciza.com)), the boutique public relations and editorial consultancy, today announces its appointment as public relations consultant to FoodXervices Inc Pte Ltd, a leading food distributor in Singapore.

Under the retainer agreement, CIZA Concept will help FoodXervices ([www.foodxervices.com](http://www.foodxervices.com)) increase its corporate visibility as a leading food distributor in Singapore.

FoodXervices Inc Pte Ltd was established in May 2007 to take over the business and operations of Ng Chye Mong Marketing Pte Ltd (NCM), a leading food distributor for more than 60 years. Ranked among Singapore's top 5 western food suppliers, it has more than 1,500 customers, including 70% of Singapore's hotels and restaurants.

FoodXervices stocks over 3,000 items under one roof. More than 70% of the products are imported from Italy, Spain, the United Kingdom, Holland, and the United States. These products are complemented by house brands Xtuff, Bello and GroXers.

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C O N C E P T

FoodXervices is also the exclusive distributor of Divella from Italy, MUH from Germany, Bangor from Spain, and many other leading brands.

“FoodXervices has successfully rebranded ourselves over the past two years. To take us into the next lap, we want to raise our corporate profile to reach out to a wider market and to support new business initiatives next year. With a common focus on service and quality, we found CIZA Concept to be the right PR partner. We look forward to increased visibility of our company with our target in the coming year,” said Nichol Ng, Managing Director of FoodXervices Inc Pte Ltd.

“Just like us, FoodXervices is a Singapore-based company. We share the same passion of growing the local market and helping companies in Singapore succeed in an increasingly globalised market. We are grateful to be chosen as its PR partner and will do our best to help FoodXervices achieve its business goals,” said Edward Lim, Managing Consultant of CIZA Concept.

## **About CIZA Concept**

Established in 1997, CIZA Concept ([www.ciza.com](http://www.ciza.com)) is a boutique public relations and editorial consultancy that specialises in the infocomm industry. With its solid journalistic, editorial and public relations background, as well as a great understanding of communications requirements, the consultancy is well-positioned to help organisations get their message across to their targeted audience. Its clients include leading infocomm companies and organisations from around the world.

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