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FoodXervices Inc to introduce premium kuri ice cream at Food and Hotel Asia 2010

Chestnut-based KooriMo brand of ice cream is high in dietary fibre, Vitamin C and calcium

Singapore – April 7, 2010 – FoodXervices Inc Pte Ltd, a leading food distributor in Singapore, will be introducing the KooriMo brand of premium kuri ice cream at Food and Hotel Asia 2010 in Singapore.

The move makes FoodXervices Inc the first Singapore company to launch its own brand of ice cream in a long while.

"As a Singapore-based company, we are so glad to be able to introduce this product on our home soil.

With KooriMo ice cream, Singaporeans can have their fix and nutrition at the same time," said Nichol Ng, Managing Director of FoodXervices Inc.

Made of kuri (Japanese chestnut), the ice cream is high in dietary fibre, Vitamin C and calcium. It will come in a pack comprising four flavours.

"KooriMo is not your typical ice cream in a tub. Every mini tub of ice cream in our pack is like a sundae with delicious toppings. Produced in Europe, it is made from premium quality milk and comes with yummy chunks of real chestnut paste," enthused Ms Ng.

FoodXervices Inc plans to build on this introduction and take the KooriMo brand globally so that others around the world can also enjoy the nutritional value of the premium ice cream.





“Though its origin is in Singapore, KooriMo is very much a global product. The chestnuts originate from Japan but are grown on our own plantation in China, and the ice cream is made in Europe,” said Nicholas Ng, Managing Director of FoodXervices Inc.

Trade visitors to the FoodXervices Inc booth #7M3-01 at Singapore Expo Hall 7 can get a taste of this premium ice cream, which will be available to the public from June.

About FoodXervices Inc Pte Ltd

FoodXervices Inc was started in May 2007 by Nichol and Nicholas Ng to take over the food trading business started by their grandfather more than 70 years ago. Ranked among Singapore's top foodservice companies, it has more than 1,500 customers, ranging from top hotels and restaurants to culinary schools and institutions. More than 70 percent of its over 3,500 products come from Holland, Italy, Spain, the United Kingdom, the United States, and many parts of Asia. As the exclusive distributor of global brands such as Divella (Italy), MUH (Germany) and Bangor (Spain) and a key partner to Unilever, Lee Kum Kee and Kimberly Clark, FoodXervices Inc is well positioned to develop these brands together with house brands Bello, Xtuff and GroXers.

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