



For immediate release

FoodXervices Inc launches KooriMo premium kuri ice cream at Food and Hotel Asia 2010

First Singapore, then nine other countries globally within the next two years

Food and Hotel Asia 2010, Singapore – April 21, 2010 –

FoodXervices Inc Pte Ltd, a leading food distributor in Singapore, today launched the KooriMo brand of premium kuri ice cream at Food and Hotel Asia 2010 in Singapore.

Made of kuri (Japanese chestnut), KooriMo premium kuri ice cream is high in dietary fibre, Vitamin C and calcium.

“We want to share our knowledge about the goodness of kuri which the Japanese love to eat as desserts. This is how the idea of creating the kuri ice cream came about,” said Nichol Ng, Managing Director of FoodXervices Inc and Director of its sister company, PlotX Inc, which owns a chestnut plantation in China.

Going global

FoodXervices Inc plans to take the product to China (Shanghai), Hong Kong and Thailand within the next six months, and Germany, Japan, the Middle East, the Philippines, Taiwan, and the United Kingdom by June 2012.

“We have decided on these countries because ice cream is popular in these places. Even before the launch of our ice cream, our associates and partners in these countries have also expressed interest in introducing it there,” said Ms Ng.





More flavours

The ice cream will be sold in packs of four mini-tubs comprising different flavours – vanilla, caramel, café, and strawberry. Another 10 flavours will be added over the next two years.

From June, Singapore residents can order the S\$18 pack online from www.koorimo.com. Every order of four or more packs comes with free delivery. A delivery fee of S\$5 will be charged for orders of fewer than four packs.

Passionate about food

"FoodXervices Inc has always been passionate about food products. Over the years, we have added our own labels such as Bello, Groxers and Xtuff. The launch of this ice cream is in line with growing our stable of brands and quality products," said Nicholas Ng, Managing Director of FoodXervices Inc and Director of PlotX Inc. "Building on the KooriMo brand of kuri products, we are exploring introducing chestnut spread and confectionary items."

Those visiting Food and Hotel Asia can try out the new ice cream at the FoodXervices Inc booth #7M3-01 at Singapore Expo Hall 7.

For more information on KooriMo ice cream, go to www.koorimo.com.

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.



Contacts

Nichol Ng, FoodXervices Inc, nichol@foodXervices.com, (65) 1800-933 3333 x 206
Edward Lim, CIZA Concept, edward@ciza.com, (65) 6545 5645