



For immediate release

FoodXervices Inc makes bulk festive shopping a breeze with online portal

Free delivery with orders of above \$80 for online shoppers

Singapore – December 2, 2009 – FoodXervices Inc Pte Ltd, a leading food distributor in Singapore, today launches its online shopping portal for consumers, making bulk festive shopping more pleasant and convenient.

Planning for parties and family dinners over the year end can be quite challenging with lots of items to buy – from peanuts to puddings and walnuts to wines. With FoodXervices Inc's online portal (http://www.foodxervices.com/products_b.php), customers do not have to push shopping carts down the lanes, wrestle with the crowd or lug their groceries home.

"Our portal makes Christmas shopping a breeze, freeing customers to focus on other aspects of their party planning," said Nichol Ng, Managing Director of FoodXervices Inc. "They can buy anything from 50-kg rice and sugar to 3-litre mayonnaise and instant soups. Even Mascarpone cheese and whipping cream are among the more than 3,500 products, including non-food products, which are available online."

Orders of above \$80 will be delivered free the next working day from 8.30am to 6.00pm.

The portal was created in March to enhance FoodXervices Inc's services to its more than 1,500 food and beverage (F&B) industry customers. The aims were to provide an alternative to phone and fax orders, and improve the accuracy of orders received.

However, FoodXervices Inc learnt that there are consumers who are looking for bulk foodservice-sized items similar to what they can get in the United States and Australia.



Following the increasing interest, the company decided to avail online shopping to consumers.

“There are home shoppers who need industrial-sized products such as a 50kg bag of rice for cooking, 20-litre oil for deep frying or 500g cornflakes for making cornflake cookies for parties, funfairs or simply for their big families,” said Ms Ng.

Customers can take a look at what is available at FoodXervices Inc’s warehouse first before purchasing online. Call 1800-933 3333 or email Saxxy@foodxervices.com before visiting the warehouse.

Plans are already underway to enhance the portal. A section to educate customers on food items and their origin will be introduced. For instance, customers will learn that vegetable oil comes from palm, salad oil is really soya bean oil, and why some sugars are whiter than others. Other new features will include recipe corners and short cuts on preparing meals.

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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