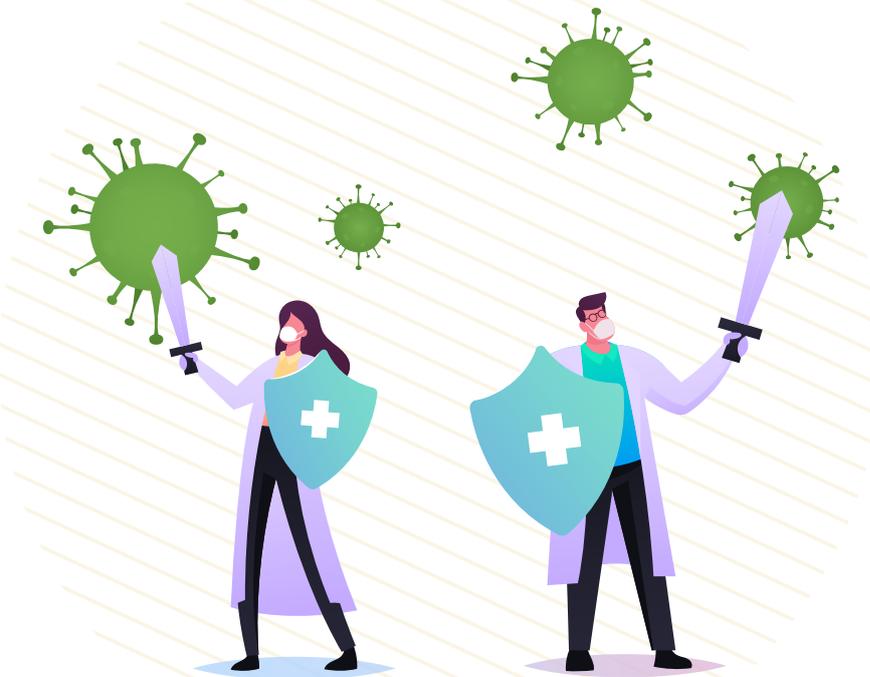


News

01.07.2021 Keep in touch — with all the latest FOODSERVICE APME business news

WE ARE RESILIENT



01

The ability to spring back into shape; capacity to recover quickly from difficulties

This edition of the FSAPME Newsletter focuses on how we have adapted to the changing world around us.

FSAPME has shown resilience and great adaptability over the last 18 months of global pandemic and we are even better positioned now to move forward and succeed in an uncertain world.

Our staff are our strength and we thank each and every one of you for your efforts to date – together we will thrive.

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KEY MESSAGES

Louis Lin Chief Executive Officer



We are very resilient. We have been able to learn from last year and we are prepared. We are encouraging and helping all of our teams in the region to get vaccinated. With more people getting vaccinated, we can continue business as usual. Our teams in Cambodia and Dubai are fully vaccinated and the Siam Food Services team is already 80% vaccinated.

One thing we have learned and adopted is the Team A and Team B approach. It allows us to have a backup team in case a member on either team tests positive. This approach is to ensure that the business can carry on and that our team members can be kept safe.

We have also created the Business Contingency Plan team (BCP). This team will be activated when we need additional support. We already have BCP's set up for FOODSERVICE APME and, if it is not sufficient, we can tap on the resources of our parent company, Makro, for extra support.

Another lesson we learned from our experiences last year is the importance of online retailers. We have kickstarted our

online journey by putting in the resources to get our online stores, Maxzi and Food Diary, going. We have also worked on partnering with more retailer businesses, such as Makro and Lotus's. We have already seen these efforts pay off! For the first 4 months of the year, we have had great results with our top and bottom lines doing superbly. In May, we will be slightly impacted because of the new wave of COVID-19 in this part of the world. However, I feel confident our team will continue to achieve and succeed.

We still need to rethink the FOODSERVICE channel in some countries as these days people are not as inclined to go to a Michelin star or fine dining restaurant. A lot of our business comes from customers who purchase online, retailers who sell to customers to cook at home and Quick Service Restaurants. We need to be agile and be able to continue to provide food to all channels that need us. We are here to be of service to all our customers no matter what happens.

To our teams working to keep our company at its best; keep safe, protect yourself and your family, and get vaccinated.

We are agile and we will continue to grow!

Helene Raudaschl Director



In my entire career, I have only experienced a few large-scale crises. However, I have never come across such severity and intensity of adversity as that we have faced in these last 12 months. Despite this, Team FSAPME has continued to remain strong, positive and agile. All your years of work, experience and dedication are the little seeds you planted to be ready to face something

of this magnitude. Challenging times still lie ahead, but all of us combined will get through this together. You are not alone. Believe in FSAPME and believe in yourself. We can do this.

A takeaway from my reflections over the past 12 months; the asset that has made us stronger than anyone else is our cash. Through the many years of our operations, we have been consistently diligent in conserving our cash profits. Watching what we spend, and what we should not spend, has been key to keeping our cash flow healthy and sufficient over the last 12 months. This has been a very important part of my recent learnings. The profits have been accumulated over many years and not in one single instance. This has allowed us to have a sufficient flow of cash to keep operations going when some of our business units were down over 70% in revenues during

the crisis. As a child, my parents always told me to save up for the rainy day. Today, upon reflection, that teaching from my parents is resonating within me.

Treat all you do as your own. Take care of our company's assets as if it was your own money so that we spend only what we need. At this critical moment, we need your help to find areas in which we can conserve and preserve. Always ask yourself "if this was my own money, would I have spent it?"

We need this little help from you each and every day. Our management team will continue to be agile and flexible in making key decisions with our employees, customers and stakeholders' betterment in mind.

There is no black or white, right or wrong, for how the Covid situation will be in the end. One thing I do know, is that thinking positive is the only way to go. Remember that we are all in this together.

Your first and foremost priority is making sure to keep yourself, your family, your loved ones, your colleagues, and whoever else is around you safe and healthy.

With health, we can do everything again, together.



UAE



KARLO PACHECO

Last year we were all in survival mode but in the last 4th quarter we started to push ahead! We have overcome the pandemic by diversifying our methods of distribution. We now have our products in retailers and multiple e-commerce platforms. We utilized home delivery services within Indoguna Dubai and put many new systems in place. 10% of logistics were outsourced and we separated the team members to give them more space.

During the pandemic, we introduced Thomas Food's beef, grass fed beef from Australia, and our Meatless Farm, a plant-based food brand. Meatless Farm is just that, farm-fresh food without any meat!

Another avenue we are offering our products is with Deliveroo. We worked with them to offer our ready-made meals on their e-commerce website. On their site we had our burger box with the signature wagyu patty. Teaming up with Deliveroo was a big success and we sold a lot of our products!

Our restaurant hours had previously been breakfast through lunch, but we decided to open for dinner to push the wagyu burger. With these extended hours we sold about 2.5 to 3k burgers a month! Now we have added a steak menu and sell 2 tons of beef a month just through in-store sales.

Our successes have attracted the local community, Emiratis, and we are growing a great following. We focused heavily on social media and now have over 10k followers. Our sales are also back to 2019 numbers. Maxzi has become so popular that other burger joints have asked us to create burger patties for them too!

SINGAPORE



JACKIE TEO

Indoguna Singapore has been using this resilience period to seize opportunity to expand Indoguna's

wagon of house brands. Our latest addition MeatWorkz, our Halal butchery, is progressing extremely well and we are confident to have more in the near future. During this period, we have also been actively adapting to digital transformation by introducing various communication channels, we are able to keep our team equipped and connected. With this, we have held town hall meetings to keep the team engaged and motivated, allowing clearer direction as we follow the regulations of Singapore government.

We also show our support to our customers by initiating #indogunasupports, a social media program to re-tag our customer's restaurant promotions. This will help drive visibility to their businesses.

We are also constantly seeking more value for our money from existing suppliers. For example, we have a new frozen range from Pure South New Zealand beef and they are an existing supplier. They have provided us with this new frozen range which works well in modern trade such as supermarket chains, mini-markets, hypermarkets, etc. Maxzi at Fairprice Xtra has done superbly and we are looking to have at least 3 more stores in the next 9 months! We are also looking to invest more into our Maxzi online platform. We are investing in the backend system for more efficient logistics and delivery services to home users. We need to be agile and move fast to stay afloat for the future. We are ready!

My vision is to increase our digital capabilities so we can serve B2B and B2C customers better and more efficiently.

THAILAND



PREEYADA SRIPIBOON

At Siam Food Services, our work processes have evolved. Due to the current situation, we have become more flexible and adaptable! We realized that we can work remotely and we have allowed email approvals to become part of our process. In fact, we now encourage our team to work virtually!

E-commerce and online sales activities are more important to us now than ever. We have incorporated an ongoing model that supports e-ordering. We encourage our customers to use the self-serve model to increase efficiency and continue functioning during the pandemic. Customers can make their own decisions on what they want to order and when they want to receive it. An important factor to these changes is having our team well trained on this system so they can encourage and communicate effectively with their customers.

We keep everyone fired up by being positive all the time. We are all affected by the pandemic so it is important that we stay connected as a team. Together, we will get out of this stronger! We have an excellent team and have learned many new skills during the crisis. With support from management and the great foundations that had been laid out, we feel positive about where we are heading!



HONG KONG



PAUL LEE

Staying engaged with my team is of the utmost importance so I make sure to maintain open communication with them

at all times. I always try to make sure that we are aligned with regards to our company objectives. This is especially important now that we have new revenue channels such as online platforms and quick service restaurants that require a larger scale and entry level products. Lordly continues to stay strong!

Our online business has gone up from 2-3% of total sales to 10-15% because of our new revenue channels. Those channels being online platforms such as HKTVMall and Richerland. We have a large number of our products on these sites and sales have been fantastic. We are looking to hire more people in the e-commerce space to keep up with the demand.

A recent win, the Tai Hing restaurant chain, has brought hope and new ideas to the team. We used to be focused on super premium restaurants, but now we need to pivot. We are supplying to their major brands like Tai Hing, Tea Wood and Men Wah Bing Teng. In total, we have products in 150 outlets.

CAMBODIA



GAUTHIER BOUILLOT

This year, we have added a channel which I called Demi-Gros (in French) or Bulk Buy for the home user.

A lot of expats and wealthy Cambodian citizens would like to purchase Healthy Food and Good Deal. They usually buy smaller portions from supermarkets. Now they are able to purchase high quality meat (minimum 1 piece so around 5-10kg) with much better value. This has done very well so far.

We also did the first physical event with 20 chefs at Raffles Hotel where they all turned up to taste some of the best raw milk cheese, produced at a farm and aged by MOF, Mr Janier, in Lyon, the French culinary capital. We had a great turnout and did great sales, plus kept up our image of being one of the best food purveyors in Cambodia!

VIETNAM



BUU DINH

Vietnam is doing very well and there are many opportunities for growth in this country.

The market is resilient and the team is working hard, realizing our ambition of becoming the food service provider of choice in Vietnam.

We continue to build intimate relationships with all of our customers, and new sales channels are also being developed. In particular, our e-commerce platform targeting the retail customers which we are very excited about. Managing our operating costs well and realizing efficiency gains, as always, remains one of our top priorities.

We expect Vietnam to soon be back on a strong recovery path, and that we will be there ready to capture this opportunity for growth in this vibrant country.

COMMUNITY

Indoguna Cambodia and Le Deli's Local Love: Bringing Food to the Redzone



One of our first customers in Cambodia, Le Deli, is supporting its community in a big way during the lockdown. Le Deli is a French fine dining restaurant that Indoguna Cambodia supplies meat and seafood products to. Due to a surge of COVID-19 cases, many communities have been red zoned and are under strict lockdown. Many of the people in these areas are struggling to work, feed themselves and

feed their families. Le Deli is stepping in to raise money and make meals for these red zoned communities. Chef Pierre Favitski from Le Deli created a team of other professionals and local volunteers to produce and distribute meals to these areas, specifically Phnom Penh. You can stay updated with their mission and donate at their [GoFundMe](#) page.



05

Indoguna Dubai LLC Top Donator for the EEG Glass Recycling Campaign

The Emirates Environmental Group (EEG) had a glass collection campaign and Indoguna Dubai LLC was the top donator! In total, EEG collected 10,111 kg of glass bottles in a month, and Indoguna Dubai brought in 4,560 kg of those bottles. We received a Certificate of Appreciation for our efforts and are eligible to plant 18 trees at the "For Our Emirates We Plant" annual campaign.



To

Indoguna Dubai LLC

For participating in the "One Root, One Communi-Tree Project" (Phase 1) and collecting 4,560 Kg of Glass.

You are eligible to plant 18 Trees at the "For Our Emirates We Plant" On 21.12.21

03.06.2021
Date Issued



Hubbu Al Mar'aji
Environment Unit

SFS's Local Love through Caring for their Community and Medical Professionals

Siam Food Services (SFS) is supporting our medical professionals and people under quarantine in the best way we know how, by feeding them!

The 3rd wave of the COVID-19 pandemic hit Thailand in April. It had a huge effect on the Klongtoey area, the home of Siam Food Services. We are committed to getting 100% of

our staff vaccinated by June, but we are not stopping there.

SFS's corporate chefs have been preparing lunches and sweets for medical professionals and those under quarantine since May this year. They provided freshly baked butter croissants and desserts to the medical personnel working in the stadium warehouse at the Port

Authority of Thailand in the Klongtoey district as thanks for protecting our communities.

SFS is also teaming up with Makro to donate 201 PPE sets to make sure those who are keeping us safe can stay safe too.



SFS staff donated food and household supplies for 70 Rai community in Klong Toey District





POWERED BY PLANTS

Tapping into the Plant-Based Market



The market for plant-based foods is on the rise and FSAPME is ready to be at the forefront of it.

With studies suggesting potential health benefits from plant-based diets, such as improved heart conditions and lower blood pressure, more and

more people are making the switch to plant-based meals.

In addition to health benefits, the production of plant-based foods is a sustainable, environmentally friendly process. It requires less water, produces less waste byproducts and creates fewer carbon

emissions than the production of many meat products.

At FSAPME we're joining the movement with the introduction of Arlene in Singapore and Meatless Farm in Dubai. Arlene is a new plant-based brand that is attracting a lot of attention in the media due to the recent

launch in Singapore. Indoguna Dubai will be the leading distributor for plant-based food in the region with OMNI, Meatless Farm, and Arlene available now.



07



Our New Plant-based Food Company: **Launching Arlene to Cold Storage**

Arlene's plant-based foods are delicious, and we want everyone to know. The best way to do that is by having people taste them! We are ready for when COVID-19 restrictions are lifted with a number of plans and promotions to get Arlene into the marketplace.

We already have 8 SKU's launched in 17 Cold Storage stores along with shelf strips and decals for store loading activation. These decals highlight the quality of Arlene's chef-crafted products.

The in-store activations have been postponed till COVID-19 measures relax, but we have promoters ready to give out food samples across selected

Cold Storage units when they do. There will also be \$1 off promotions throughout the months of June and July!



Pivoting during COVID-19: Arlene's Quick Turnaround

Arlene
at home



Indoguna Singapore has shown their incredible ability to adapt and pivot with the Arlene Launch. Due to COVID-19 restrictions, Arlene had to postpone their in-person press event, but we did not let this slow us down. We thought outside the box, and inside a bag! In only 10 days, we were able to send out 84 cooler

bags with Arlene meals and media kits to influencers and those who had been invited to the original event. This incredible turn around resulted in attendees being able to try our easy prep meals and for Arlene to receive great media coverage. The exposure Arlene received on social media due to influencers posts has been

immense. Since this success, we have had an increase in the number of Cold Storage stores, going from 17 to 36, and an increase of our SKU's in Cold Storage. The feedback we have been receiving on our Arlene at Home packages has been excellent and Indoguna Singapore has proved that we can overcome any obstacle.



Tagged by influencers and bloggers!
#arleneworld
#flexitarian

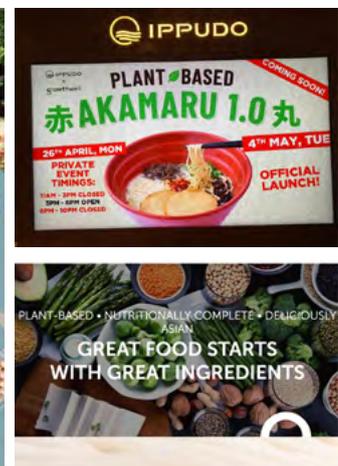
New supplier GrowthWell

We are now working with a new supplier for plant-based foods, Growthwell! We will be working together to expand our plant-based category of products with their nutritious and delicious dishes.

Growthwell utilizes R&D and food technology to create healthy meals that highlight the wide range of Asia's flavors.

They have been active in marketing and had an event in collaboration with Ippudo, a famous Japanese restaurant in Singapore. For this event, they created their first ever plant-based ramen and it was a huge success!

<https://growthwellfoods.com/>



FESTIVE

Iftar celebration dinners

Happy Iftar!

Indoguna Dubai came together to celebrate iftar! Each department enjoyed a wonderful meal as a team and were able to spend quality time with each other.



DIGITAL

E-commerce Growth

FSAPME responds to shifting customer demands



Indoguna Cambodia's Move to E-Commerce

Adapting Under Lockdown

Indoguna Cambodia has seen a surge in online orders during the lockdown periods. We have been partnered with

the [Deli Shop](#) for two years and in 2020 had products added to Nham 24.

In March of 2021, we expanded the number of meat products available on the Deli Shop and immediately saw results. During April and May, this contributed 9% to total sales.

We have adapted to the needs of the market and are able to cover more of our distributors' requests. This adaptability has allowed us to make the most of a difficult period and make sure customers can still order our products.

Ocean Gems and Tajima HKTV Mall: Sales are Growing Fast

Our online sales for Ocean Gems and Carne Meats Raw (Tajima) in Hong Kong are growing fast!

Right now, HKTV Mall is the top E-shop of 2020, reaching the number one spot in Google Search. Check out their site for educational videos on [how to prepare shellfish](#) and for creative ways to present our [Tajima Wagyu Burger](#)!

We've also seen significant growth in sales for our "Just Meat" Flagship Store. Since October 2020, our monthly sales have increased fivefold.



HKTV mall



- [Wild Tiger Prawn & Tajima Wagyu Striploin Steak](#)
- [Free-range Slipper Lobster and Bakkafrost Salmon](#)
- [Tajima Wagyu Burger Patty and Bakkafrost Salmon Portion](#)

WHAT'S NEWS

Launch of our Regional Website: Connecting Online

We have had a successful launch for our regional website! Our goal is to have all of the local websites launched in Q3 of 2021. [Dubai](#) was the first of the local sites to be launched and was up on 11 June. It features their reach within the UAE and established presence in the food industry.

These local websites will further develop FSPAME's presence in every location and create a cohesive brand image. This will also build connections between branches to allow resources to be shared and to bolster each other's presence in the ASEAN. Customers will be able to find our businesses and contact us more easily through the local sites. These websites will highlight how we are great partners, the services we offer and our care for our customers.



Summer is here and so is a New Set of Maxzi's Party Boxes

Follow us!
@maxzithegoodfoodshop

Maxzi's burger has been named "The Best Burger in Dubai" and people cannot get enough of it!

The initial launch of the burger boxes last year was a huge success as people enjoyed the outdoors while barbecuing our burgers. Our new set of party boxes was launched during Ramadan and are still being offered by Maxzi. New and returning customers can keep enjoying our burgers, this time with no prep work required! Maxzi is preparing the boxes to be ready-to-eat and delivering them to our customer's doors. Summer is here, the weather is getting too hot and Maxzi has the perfect selection of party boxes for the heat:

Wagyu Beef Sliders: Try Maxzi's Bestseller with 12 wagyu beef burger sliders and 2 servings of crispy fries

Buffalo Chicken Sliders: For our chicken-lovers, we have 12 chicken buffalo burger sliders with 2 servings of fries

Grilled Jalapeno Cheese Burger: Anyone looking for some extra heat in their meal should try the 12 jalapeno cheese sliders that come with 2 servings of fries

Truffle & Mushroom Cheese Burger: Elevate your burger experience with 12 truffle and mushroom sliders and 2 servings of fries



Did you know?

Summer in Dubai is one of the hottest in the region with heat ranging from 38-43°C or above and this heat makes people want to stay indoors. Keep cool with Maxzi and enjoy the perfect selection of party boxes in the comfort of your own home.

Adapting to a Changing Customer: Indoguna Dubai Moves to the Retail Market

The COVID-19 pandemic has had an impact all over the world in 2020. Indoguna Dubai LLC is known as one of the leading distributors and food service suppliers in the region. Despite pandemic-related delays, Indoguna Dubai LLC has made its move to retail market expansion.

Indoguna Dubai started expanding their business activities by selling retail products to [Spinneys](#). Kicking it off with 3 outlets by October of

2020, we are now in 12 outlets including Spinneys' Waitrose with a total of 7 products available in all outlets.

Aside from Spinneys, we are already working with [Grandiose](#) in 13 out of their 19 outlets. We are visible in e-commerce stores like [Organic & Real](#) and [KITOPI](#), and we are working on further retail expansion. We're hoping to supply products to GEANT, KIBSONS, along with more supermarkets and e-commerce sites to come.



ACTIVITIES

The Kitchens of Chef Walter and Carne Meats deliver

Air-dried, Premium Jerky New to 7-Eleven Singapore



Coming out of the innovative test kitchens of Carne Meats and the mind of Chef Walter Schiele is premium, air-dried Carne Meats Jerky! Made with premium, real beef and no added sugars or MSGs, this snack is full of protein and flavor. The 2 flavors, original and teriyaki, are currently available in 359 out of 400 7-Eleven stores in Singapore.

Chef Walter's culinary experience began at seven years old when he killed his first pig. Since then, his career has spanned across the world, starting in Germany and extending into Bali, Indonesia, Malaysia and Singapore. He was taken by Asian cuisines and found passion in providing high-quality food products.

Indoguna was a perfect fit for Chef Walter with our shared focus on listening to our customers and providing premium products that are created sustainably. Inspired by his father and the diversity of ingredients he discovered in his travels, Chef Walter created a method for curing meat that allows us to make our products locally and for them to last longer. With an imported air-drying machine from Germany, we have a growing line of products that are made in Singapore and are adaptable based on local preferences.

Indoguna is expanding its reach in premium meat products with Carne Meats and our

customer's input. What began as a line of imported, European style sausages, salami and burger patties is now growing to include Carne Meat's Wagyu and more Asian-inspired dishes.



HONG KONG

IKEA Chef's Table Event Featuring Ocean Gems, Tajima and More



We had a Chef Table event with IKEA that featured **Ocean Gems, Campbell's, Tajima and Papetti.**

The Hong Kong Kitchen was decorated for the occasion with the focus on IKEA, our target customer for May through June. Chef Mark used a variety of our different brands to craft a menu for all ages, with easy handling and aimed at giving customers a delicious food journey.

We are utilizing our expertise in butchery skills to develop new cuts and further improve the quality of our patties to ensure the highest value for their cost.



Indoguna Lordly Supplying **Campbell's Products** to the Most Popular Restaurant Group in HK

Indoguna Lordly is now direct supplying Campbell's products to the most popular and reputable restaurant group in Hong Kong, Tai Hing.

Lordly has been chosen by Tai Hing to be a long-term business partner due to our unique ability to listen and understand the needs of the customer. The Tai Hing restaurant group

values innovative business concepts and we have provided comprehensive solutions and professional-level food services to our buyers. With a network of more than 200 restaurants across Hong Kong, Mainland China, Macau and Taiwan, Tai Hing's partnership with Indoguna Lordly has **increased our non-indent sales by 33%**!



OUR PEOPLE

Karlo has been Promoted to MD of Indoguna Dubai, Congratulations!



We are congratulating our Chef Karlo on an amazing promotion! Karlo has been working with us for 6 years and was recently offered the position of Managing Director

at Indoguna Dubai. His journey to becoming Indoguna Dubai's MD has been a global one, beginning in South America. He was born in Peru and moved to the United States when he was seven years old. Karlo completed his studies to become a pastry chef in Miami. From Miami, he moved to New York City to work in hotels and restaurants.

Karlo remembers New York as being a tough city, but one that shaped him into being the person he is today. From NYC, he traveled to Singapore, where he spent years working for the Swissotel, Fairmont Hotel and

as a R&D chef. In Singapore he learned about new trends and techniques to further refine his culinary skill. This is also where he first met Helene Raudaschl and learned of Indoguna. Soon after, Karlo went to the UAE to work for Rotana hotels as the corporate director for culinary.

During his two years there, he opened most of the hotels in Bahrain, Turkey and the UAE. After this, Helene brought Karlo to Indoguna and he has been an integral part of Dubai's team ever since. From chef to Managing Director, *Karlo gave us a few words of advice:*

“Coming from the F&B industry, we are used to the tough and long hours. Always stay innovative, build a team around you that can balance you. My team balances me. 3 words to inspire: **diligent, innovative, and humility.** Don't take yourself too seriously, have some fun and be humble. ”

Congrats!

Congratulations to Helene Raudaschl for being the Recipient of the Allspice Institute Lifetime Achievement Award

We are proud to announce that Helene Raudaschl, the Director of FSPME, has been chosen by the World Gourmet Summit to be the recipient of the Allspice Institute Lifetime Achievement Award for 2021!

Helene Raudaschl is being recognized for her incredible accomplishment of turning a passion for food into a thriving business. This passion began in her childhood with

Ms. Raudaschl's mother's food company that imported specialty products. This exposure to the rich culture of food left Ms. Raudaschl with a refined palate and strong knowledge of the food industry.

Throughout her career she has collected a number of awards including the EY Entrepreneur of the Year in Food and Beverage Distribution, the Enterprise 50



Award, a place in the Hall of Fame for Gourmet Distributors at the World Gourmet Summit Awards of Excellence, along with many more.

The Allspice Institute Lifetime Achievement Award “seeks to recognize an individual whose significant contributions over a minimum span of 15 years have led to the promotion and growth of excellence within the

Food & Beverage industry,” and Helene Raudaschl has done just that.

Congratulations on the award, Ms. Raudaschl!

OCEAN GEMS and TAJIMA Cash Prizes Up for Grabs!



We are starting a Regional Marketing Campaign to expand the presence of Ocean Gems among our groups. The campaign will take place at the end of this year, from October to December, with the results being announced in January 2022. We will be rewarding the two teams with the highest percent of sales growth with cash prizes! First place will receive \$5,000 and the runner-up will receive \$2,500. A third team will also be rewarded with \$2,500 for completion of marketing contents; testimonials, referrals and recipes by chefs.

We will also be seeing a Tajima Campaign this November! It will be a regional project that is focused on food service, retail and Maxi, depending on each country's business. We will have a Chef's Table Master Class with Tajima and an expert chef. There will be sales promotions such as limited time offers and specials such as golden hour. We will also be utilizing our social media presence, KOL partners and other influencers to showcase our Mystery Boxes!

VIETNAM

Indoguna's Chef's Selection Brings Quality Meat Products to the Vietnam Market



Indoguna's Chef's Selection has released a new line of delicious products that are "a harmonious combination of meatiness and spices."

Now available at Indoguna Vina, we have; Smoked Bacon Sliced, Spicy Italian Sausage, Bratwurst Sausage, Breakfast Sausage Patty, Back Bacon Sliced, Pepperoni Sliced and Smoked & BBQ Spare Ribs (with sauce).

The sausages are juicy and tender. Our bacon has perfectly crisp edges and smoky flavors

from being smoked slowly for hours.

This exclusive recipe highlights a variety of tasty flavors, such as Hickory, Oak and Cherry wood. All of these products come with the guarantee of premium, imported ingredients that ensure quality taste, flavors and textures. This line is available in a number of packing sizes with 200gr/pac, 500gr/pac and 1kg/pac to service a variety of restaurants, buyers and customers.



THAILAND

Siam Food Services Supplying to 7-11 to Create Ready Meals

Siam Food Services (SFS) is now supplying raw materials to manufacturers and the finished products are sold in 7-11.

Our Processed Cheese is being used by CPF to make fish and pork burgers. In addition to this, SFS's Australian Frozen Beef Liver and Australian Frozen Topside are being used to make CPF's pet food and treat sticks.

Other products such as Milliac Gold are used to craft their

Pork in Cream, also Parmesan Cheese in their Spaghetti Carbonara.

Milliac Gold is also being used in production of Strawberry Cream Cheese Mochi. All of these products are in stores and being distributed by 7-11.

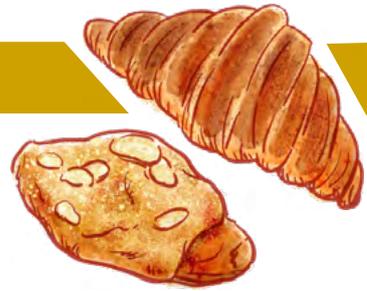
We had a Chef's Table High Tea event in collaboration with 7-11 last year that showcased these sweets and was a great success!



Croissants Supplied by SFS: Thailand's Trendy Treat

Croissants are taking over Thailand and Siam Food Services (SFS) is supplying the raw materials to make these deliciously flaky pastries.

Social media influencers are featuring them online and they are high-demand items for both food delivery services and in cafes. There was even a Croissant Lover's Event that showcased these pastries! SFS is supplying the puff pastry and butter sheets to the manufacturers. These manufacturers then make the croissants as ready-to-bake or ready-to-serve and supply them to cafes.



CANARY SHEET BUTTER LACTIC DELUX
(Dairy Lactic Butter sheet from New Zealand)

CANDIA 82% BRITTANY PUFF PASTRY
(Dairy Lactic Butter sheet from France)
Made in Brittany, a region of France which has a long standing tradition with buttery recipes.



ST. ALLERY CROISSANT BLEND BUTTER 25%
(Blended Butter sheet from Belgium)

Find Gourmet and Ocean Delights in 4 Lotus's Branches

Ocean Delights and Gourmet is expanding into Lotus's! The Sukhumvit 50 branch in Bangkok and the Pak Chong Branch in the Nakhon Ratchasima province launched on the 21st of May. Ocean Delights is providing local and imported seafood that is fresh and delicious. Gourmet is featuring their range of Wagyu

sliced steak. Ocean Delights and Gourmet also opened counters in Sukhaphiban (Lotus's Head Office) on June 4th and we are very excited to see them featured in this key store. We expect 3 more branches to open counters in Q3 and this project is proving to be a great success.



Fun Facts!

Octopus Legs: **28,000 kg**
Our target sales for 2021 is **28,000 kg** (That's 224,000 individual tentacles)

Sold over 6,800 kg in 2020, since product release in second half of year

HOW TO SHARE YOUR STORY HERE

Your questions, story and photos are welcome for the next FOODSERVICE APME Newsletter.
Email pimpheng@siamfoodservices.com

Ethically Sourced and Deliciously Tasty, Ocean Gems Flash Frozen Abrolhos Octopus Tentacles



ABROLHOS ISLAND

AUSTRALIA

Ocean Gems is featuring delicious, flash-frozen Abrolhos Octopus Tentacles!

These octopuses are found off the western coast of Australia in the remote, untouched waters surrounding the Abrolhos Islands. Hundreds of miles from any city, this clear, cool water is the ONLY home for *O. Tetricus*, the Abrolhos Octopus.

It is a rare breed of octopus that is grabbing the attention of chefs around the world. This tentacled critter feeds on lobsters, crabs and scallops, giving it a superior flavor, texture and color.

Ocean Gems is committed to fishing responsibly and protecting our oceans. Abrolhos has developed an advanced method of trapping these octopuses that ensures no bycatch, no ghost fishing and no harm to the animals. Our fishery has been certified as sustainable by the Marine Stewardship Council (MSC) and these efforts guarantee a future with a healthy octopus population.

This unique species offers a number of benefits to consumers and businesses alike. There is a lower yield loss, it saves labor, and is a fixed weight product. In addition to this, there is no tenderizing required, less cook and preparation time and is MSC certified!

We have a number of ways to prepare this delicacy that are as easy as they are delicious. Check out our recipes for [Pickled Octopus](#), [Braised and Chargrilled Octopus Oregano](#), [Octopus Salad](#), [Pan-seared Octopus with Italian Vegetable Salad](#), [Octopus Chorizo and Potatoes](#) and our [Octopus with Paprika and Sea Salt](#).

