

PRESS RELEASE

Old Chang Kee Going Places – Literally

Mobile Kitchen is set to bring mouth-watering goodness straight to your doorstep.

And we're talking about more than just the food.

Singapore, 16 June 2008 – Singapore brand Old Chang Kee, a name synonymous with the curry puff and a spread of other delightful snacks since 1956, is moving forward in full gear with the launch of its Mobile Kitchen.

Dubbed “O’ My Darling”, the 10-metre long Old Chang Kee Mobile Kitchen is a sight to behold. Entirely refurbished to include a fully-stocked kitchen and service counters, the mobile unit is expected to offer the same capabilities as any of the other 60-odd Old Chang Kee outlets located across Singapore, with the added advantage of unprecedented versatility and maneuverability.

Already, O’ My Darling is scheduled to make its appearance at this year’s National Day Parade rehearsals, where Old Chang Kee has offered to sponsor snacks for NDP participants. The Mobile Kitchen will also grace the opening launch of the Singapore Food Festival at Lau Pa Sat early next month.

While the Mobile Kitchen shows Old Chang Kee’s drive in growing the business, it is also reminiscent of the food chain’s nostalgic heritage.

“When we started back in the 1950s, Old Chang Kee was just one push-cart stall. We brought our curry puffs to customers and connected with them at a very intimate level,” said Mr William Lim, CEO of Old Chang Kee Ltd.. “I think of O’ My Darling as a modern push-cart that allows us to continue to reach out to our customers and build a relationship with them.”

After meticulous planning and engineering efforts, the vehicle has finally gotten the nod from various authorities, and will roll out on public roads today. O’ My Darling is slated to make appearances at various other upcoming events soon.

“On top of everything, the most important thing for us is our long heritage as a Singapore brand. We recognise where our roots lie, and we know we owe it to Singapore, and Singaporeans, to help and support the community in any way we can,” said Mr Han Keen Juan, Chairman of Old Chang Kee Ltd.

And it seems Old Chang Kee is concerned with more than just the local community. O’ My Darling is playing its part in saving the environment as well!

In a move toward shrinking the carbon footprint and prevent further global warming, the Mobile Kitchen will run on bio-fuel – transformed from our used cooking oil! Using environmentally-friendly and renewable energy sources, bio-fuel is expected to pull the plug on the current flux of carbon dioxide poisoning our atmosphere, a by-product from conventional gasoline engines.

-The End -

About Old Chang Kee Ltd.

Listed on the SGX Catalist in January 2008, Old Chang Kee Ltd. is principally engaged in the manufacture and sale of ready food products of consistent quality under the brand name “Old Chang Kee” – a household name in the Singapore food and beverage market. Its signature product is the well-known “Old Chang Kee” curry puff, which has 52 years of history in Singapore.

The Group’s product portfolio also consists of a wide variety of over 40 other products. They have also diversified with dine-in services at the “Take 5” retail outlets and delivery services to the central business district and other selected areas in Singapore. The latest innovative offering from the Group is “The Pie Kia Shop”, selling quality and innovative pies.

The Group currently owns more than 60 outlets in Singapore, the People’s Republic of China, Malaysia and franchised outlets in Indonesia and the Philippines.

Issued for and on behalf of Old Chang Kee Ltd.

By Flame Tree Communications Pte Ltd
For more information please contact:
Miss Stephanie Cheo
stephanie@flametree.sg

Tel: (65) 6225 2281 Fax: (65) 6225 0181
Hp: (65) 9781 3697

Images of Mobile Kitchen “O’ My Darling”



Side view of the Mobile Kitchen