



**Media release
For immediate release**

The Soup Spoon Takes On A Brand New Look While reopening their flagship outlet at Raffles City

27 August 2010, Singapore – The Soup Spoon has embarked on a plan to revamp itself with a brand refresh. To mark this occasion, The Soup Spoon outlet at Raffles City Shopping Centre officially reopened to the public on 17 August 2010 with a bigger seating capacity of 82, allowing customers to dine comfortably even during peak periods.

Strengthening of brand

The Soup Spoon's brand refresh is part of the company's belief in creating innovative and wholesome soups from the heart. The brand refresh includes expert photography, creative illustrations and unconventional typography that will soon be seen on the walls of various outlets down to the crockery used within the outlets itself.

Behind the brand refresh idea is the use of standard 26 alphabets alongside an idiom or a phrase to introduce the company's passionate people and winning philosophy behind this successful brand. The alphabets break up the tedium of reading chunks of text while nicely highlighting various aspects of The Soup Spoon brand. Customers are then able to establish a close connection with the company, making it as easy as ABC. "We hope that our customers better understand the values we uphold at The Soup Spoon and find this change a positive one." says Andrew Chan, Managing Director.

Addressing the needs of their customers, the new menu display offers a simple clean look complete with striking visuals and animation that serve to highlight the healthy choices available at the outlet. The wall graphics consists of hand-drawn illustrations and heartfelt written words that reflect the exciting working environment and characters behind the brand. The crockery also features the signature alphabet print with a unique plant design on the bowl's interior, all of which reflect The Soup Spoon aim to use the freshest choicest ingredients in their soups that are MSG-free and made fresh daily.

August's Chef Special Soups

The Soup Spoon has launched 3 new Chef Specials in August. They are – *Home-style Cock-a-doodle Soup*, *Nikujaga with Japanese Mushrooms & Wasabi*, and *Seafood Jambalaya with Rice*. The Home-style Cock-a-doodle soup is a classic chicken soup that is bound to be a crowd-pleaser while the Nikujaga with Japanese Mushrooms & Wasabi is one beef stew with a Japanese twist. Seafood Jambalaya with Rice is a healthy dish that is made up of assorted seafood that consists of shrimps, fish and calamari cooked with okra, corn kernels, peppers and brown rice.

For Chef Specials, The Soup Spoon provides information as to whether the soups are vegetarian, dairy free, its dairy content (% if any), whether it has gluten or eggs. This is to help customers make better, informed choices to suit their lifestyles and diets – an additional feature that makes The Soup Spoon truly distinctive. Visit www.thesoupspoon.com for more information.

About The Soup Spoon

The idea of The Soup Spoon was conceived in September 2001 followed by the first outlet in June 2002 at Raffles City Shopping Centre. Managed by a trio of soup loving entrepreneurs who met in university, The Soup Spoon draws on the knowledge of SouperChef Anna Lim, managing director Andrew Chan and Director of Business Development Benedict Leow.

Together, they have pioneered a popular soup culture in Singapore and made The Soup Spoon into a stirring, successful business with 11 outlets to date. “We plan to double our number of outlets within the next five years by opening in strategic locations that reach out to our customers,” says Andrew.

The company’s success is built on the principle that soups should not be relegated to the wings - they deserve a place on centre stage! Says Anna: “We want to provide innovative, wholesome gourmet soups made from the heart and hope to change people's attitude to what soup can be - a wholesome meal in itself and a divine culinary experience.” In time, The Soup Spoon believes this prevalent soup culture will produce soup connoisseurs who are capable of detecting subtle flavours, nuances and characteristics of a soup, just like wine aficionados.

The Soup Spoon has also gotten much interest from overseas to introduce franchise concepts in Asia, Middle East and Australia and since had two franchised outlets in Jakarta, Indonesia in July 2010. “We want to take our time and find the right partners who share in the vision of the brand, and have the passion to create a soup culture in new markets,” says Benedict.

Besides The Soup Spoon, the company also runs two other dining concepts – The Handburger, a gourmet burger restaurant and Soup Broth Asia – a new modern soup restaurant dedicated to Asian soups.

**Note to editor: Images and profiles of The Soup Spoon’s three partners are available upon request.*

For media enquiries and assistance, please contact:

The Soup Spoon Pte Ltd

Daphne Ng
PR & Corporate Communications Executive
DID: 6749 1161
Email: daphne.ng@thesoupspoon.com

Bai Lixian
Marketing Executive
DID: 6749 1161
Email: lixian.bai@thesoupspoon.com

Fact sheet – The Soup Spoon

Website: www.thesoupspoon.com | www.thehandburger.com | www.soupbrothasia.com
Email: customer@thesoupspoon.com

The Soup Spoon's outlets (in order of launch date):

SINGAPORE

Raffles City Shopping Centre (since June 2002)

252 North Bridge Road, #B1-75/76. Tel: 6334 3220

Sun - Thurs: 10.30am - 10.00pm / Fri - Sat: 10.30am - 10.30pm

Raffles Xchange (since July 2005)

5 Raffles Place #B1-62. Tel: 6438 7305

Mon - Fri: 10.30am - 9.00pm / Sat: 11am - 4.00pm / Sun: Closed

Market Street Carpark (since Oct 2006)

146 Market Street, #01-04. Tel: 6438 3969

Mon - Fri: 11.00am - 9.00pm / Sat & Sun: Closed

Paragon Shopping Centre (since Jan 2007)

290 Orchard Road, #B1-K4/K7. Tel: 6738 3860

Mon - Thurs: 8.30am - 10.00pm / Fri & Sat 8.30am - 10.30pm / Sun: 9.30am - 10.00pm

Bugis Junction (since Dec 2007)

200 Victoria Street, #B1-04/26. Tel: 6238 8601

Sun - Thurs: 10.30am - 10.00pm / Fri - Sat: 10.30am - 10.30pm

Tanjong Pagar MRT (since March 2008)

120 Maxwell Road, #B1-31. Tel: 6222 0272

Mon - Fri: 7.30am - 9.00pm / Sat: 11am - 4.00pm / Sun: Closed

Singapore Changi Airport (since June 2008)

Terminal 2 Transit South. Tel: 6546 5886

Open 24 Hours

Fusionopolis (since Oct 2008)

North Buona Vista Drive, #B2-10 (within Market Place @ one-north). Tel: 6466 6525

Mon - Sun: 9.30am - 8.30pm

Chevron House (since Jan 2009)

30 Raffles Place, #01-37. Tel: 6557 0771

Mon - Fri: 7.30am - 8.00pm / Sat & Sun: Closed

ION Orchard (since July 2009)

2 Orchard Turn #B3-18. Tel: N.A

Sun - Thurs & PH: 10.30 - 10pm / Fri - Sat & Eve of PH: 10.30am – 10.30pm

VivoCity (since Dec 2009)

1 Harbourfront Walk 2nd Floor Unit 43

Sun - Thurs: 10.30am to 10.00pm / Fri & Sat: 10.30am to 10.30pm

INDONESIA

Grand Indonesia (since July 2010)

West Mall – LG #24. 1 Jl. MH. Thamrin Street, Central Jakarta. Tel: +62 21 2358 1098

Mon - Sun: 10.00am to 10.00pm

Citywalk Sudirman (since July 2010)

Ground Floor #9A. Kav. 121 Jl.KH. Mas Mansyur Street, Central Jakarta. Tel: +62 21 2995 9847

Mon - Sun: 10.00am to 10.00pm

###