



**Media release  
For immediate release**

**The Soup Spoon  
Celebrates 'Promising Brand' Award At Singapore Prestige Brand Awards 2009  
And Announces Its new 11<sup>th</sup> outlet at VivoCity**

23 November 2009, Singapore – The Soup Spoon, leading soup chain in Singapore since 2002, is pleased to announce that it is a winner at the 2009 **Singapore Prestige Brand Award** in the category of '**Promising Brands**' (for brands that are between three and eight years).

Jointly organised by the Association of Small & Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) is a branding accolade that recognises and honours Singapore brands that have developed and managed their brands effectively through various branding initiatives.

This is the first time that The Soup Spoon has won this SPBA 'Promising Brand' award. "We are extremely delighted with this award and want to share it with our partners, staff and customers who have supported us over the last seven years and help us in our brand-building," says Andrew Chan, Managing Director of The Soup Spoon.

Since its first outlet in June 2002 at Raffles City Shopping Centre, The Soup Spoon has a total of **11 outlets in Singapore to date**, including the latest 11<sup>th</sup> outlet that is launched at **VivoCity** (#02-43) on 23 November 2009, Monday. This outlet is introducing new kids menus (\$6.90; for children below 12), freshly baked cakes and brownies for the first time.

**Celebration Treat!**

In celebration of The Soup Spoon's SPBA 'Promising Brand' award, customers can also enjoy an **Iced Tea or Spicy Wedges or Garlicky Focaccia at just S\$1.20 with every soup purchase**. This promotion is valid from 3 to 10 December 2009 at all The Soup Spoon outlets.

Other terms and conditions apply:

- Limited to one redemption per bill.
- Limited to only ONE Iced Tea or Spicy Wedges or Garlicky Focaccia per bill.
- Promotion is valid for any soup purchases (regular/grande/breadbowl/potpie/SouperValue Meal)
- No loyalty stamp will be rewarded. Not valid with any other promotional offers.
- Valid from 3 December to 10 December 2009 while stocks last.

Customers can also show their support and vote for The Soup Spoon as 'SPBA - Most Popular Brand Winner' in the category of Promising Brands. For each of the SPBA five award categories, an Overall Winner will be chosen and unveiled on 10 December 2009.

Managed by a trio of soup loving entrepreneurs who met in the university, The Soup Spoon draws on the knowledge of Managing Director Andrew Chan, SouperChef Anna Lim 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.

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 SouperChef Anna Lim who won the Spirit of Enterprise Award in 2004: "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."

To date, the company has a total of 170 staff for The Soup Spoon as well as its second brand, The Handburger which is a new gourmet burger restaurant in Singapore. The Handburger opened its first outlet recently at Raffles City Shopping Centre in September 2009 and will be unveiling its second outlet at 313 @ Somerset in December 2009.

At present, The Soup Spoon is focused on expanding its two brands in Singapore and the region, and has gotten much interest from overseas to introduce franchise concepts in Asia, Middle East and Australia. "Being a winner of the Singapore Prestige Brand Awards is a significant milestone for us, especially in our plans to expand abroad. We recognise that a brand requires vision, passion and dedication to be developed, and we hope to broaden our brand-building efforts through good and trusted partners in the region," says Benedict Leow, Director of Business Development.

## **More on Singapore Prestige Brand Award**

Jointly organised by the Association of Small & Medium Enterprises and Lianhe Zaobao, the Singapore Prestige Brand Award (SPBA) recognises and honours Singapore brands that have developed and managed their brands effectively through various branding initiatives.

With an increasing number of homegrown brands becoming established household names, achieving this esteemed mark of success is certainly a significant milestone in the branding journey of any local brand. The Award also serves as a yardstick for SMEs to benchmark their brand equity against their competitors.

Having established itself as a prestigious branding Award that local brand owners strive to attain, SPBA continues to be an effective platform for companies which aspire to become sterling brand names in Singapore to fuel their expansion plans abroad.

This year, SPBA comprises five main Award Categories, namely SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands, SPBA - CitiBusiness Regional Brands and SPBA - Special Merit to meet the demands of the market. For each Award Category, an Overall Winner will be chosen.

A SPBA - Most Popular Brand Winner will also be selected via public voting among the Winners of SPBA - Promising Brands, SPBA - Established Brands, SPBA - Heritage Brands and SPBA - CitiBusiness Regional Brands. For more info in English and Mandarin, please visit [www.spba.com.sg](http://www.spba.com.sg)

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

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## **Fact sheet – The Soup Spoon**

Website: [www.thesoupspoon.com](http://www.thesoupspoon.com) | [www.thehandburger.com](http://www.thehandburger.com)

Email: [customer@thesoupspoon.com](mailto:customer@thesoupspoon.com)

The Soup Spoon's 11 outlets - in order of launch date:

### **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: 6509 8765

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

**VivoCity (since November 2009)**

1 HarbourFront Walk #02-43. Tel: 6274 8751

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

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