

MEDIA RELEASE



Hao Kou Wei (好口味) Introduces Two New Franchises at Franchising & Licensing Asia 2019

- *Sing Swee Kee (新瑞记) is an established Hainanese chicken rice brand in Singapore with a heritage of more than 60 years, popular among Singaporeans and tourists for its tender chicken meat, signature chilli sauce and fragrant chicken rice*
- *Raffles Coffee (莱佛士咖啡) infuses traditional Nanyang-style coffee with distinctive branding and modern processes to create a unique brand and taste within Asia's coffee culture*

SINGAPORE, 24 October 2019 – Hao Kou Wei Pte. Ltd. (“Hao Kou Wei” or the “Company” or “好口味”), is pleased to introduce two new franchises, Sing Swee Kee (新瑞记) and Raffles Coffee (莱佛士咖啡), at Franchising & Licensing Asia 2019 over at their booth C13.

With a heritage of more than 60 years, Sing Swee Kee continues to remain popular among Singaporeans and overseas visitors with its tender chicken meat, signature chilli sauce and ginger puree as well as fragrant chicken rice. While keeping its traditional chicken rice recipe intact with top quality ingredients, Sing Swee Kee has also evolved to introduce other Singapore's favourite dishes within its menu to attract new customers and generate more sales.



For Raffles Coffee, it is created from Singapore's traditional coffee culture characterised by thick strong brews and more fragrant than western coffee. Combined with distinctive branding, Raffles Coffee integrates modern processes to roast, formulate and grind to create the perfect Nanyang-style coffee.

Both franchises have the differentiating value of an innovative product, strong branding and distinctive concept.

Working with partners whom have extensive local knowledge and expertise in key Asian markets, and who are interested in growing its brands, Hao Kou Wei is focused on growing its presence in this long-term, collaborative partnership with franchisees.

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For more info about franchising opportunities, please contact:

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