

**PRESS RELEASE**

For immediate release

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**PASTAMANIA OPENS ITS 10<sup>TH</sup> RESTAURANT IN KUWAIT**

Kuwait, 22nd April 2016 – PastaMania opens its 10th restaurant in Qurain, Kuwait, capturing the interest of customers with its first Italian inspired restaurant design. This new outlet, designed for both dine-in & delivery service, is sized at over 2,000 square feet. Located in the heart of a residential district populated by upwardly mobile Kuwaitis and foreign expatriates, it is strategically located to bring delight and convenience to the community.

PastaMania at Qurain, the first to showcase the Italian piazza concept, presents a destination that will bring the everyday pleasures of Italian wholesomeness to the customers. Mr. Wilson Lim, Executive Director of International Business, Commonwealth Capital said, “PastaMania Kuwait started out as a food-court concept and is now progressively focusing itself as a casual dining restaurant. We believe this evolution and fresh ambience will bring joy and satisfaction to customers’ dining experience.”

PastaMania at Qurain is designed in accordance to the Italian piazza concept, which means ‘City Square’ where the bustling of public life takes place. Customers can find Italian news-stand (Edicola), the neighbourhood pasta shop (Negozio Della Pasta) and grocery store (Alimentari) settings in the restaurant. Customers will be transported out of their daily grind to an intimate Italian escapade at PastaMania. Mr. Lim added “We want to bring a piece of Italy to our customers so that they can enjoy the simple pleasures of living like the Italians do.”

Mr. Subroto Mukherjee, Head of Marketing and Strategy at PastaMania Kuwait, said, “the casual dining positioning and Italian Piazza concept are both refreshing and self-renewing. It will catapult PastaMania in Kuwait to a heightened business and new customer engagement level. We take pride in not just the cuisine we serve but enabling our customers to experience ‘Italy’ in our restaurant.”

Over the next few years, PastaMania Kuwait aims to rapidly expand its footprints in the country. In the pipeline, there are another incremental 15 to 20 retail points and delivery hubs being charted in Kuwait. Immediately, in quarter 4 of FY 2016, PastaMania Kuwait will be launching its first stand-alone dine-in focused restaurant.

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Picture 1: Store Front, PastaMania at Qurain, Kuwait



Picture 2: Piazza Interior, PastaMania at Qurain, Kuwait



Picture 3: Service Counter Area, PastaMania at Qurain, Kuwait

## **ABOUT SINGAPORE'S COMMONWEALTH CAPITAL GROUP**

Commonwealth Capital Pte Ltd (CCPL) is a Singapore-based investment company with a F&B portfolio from end-to-end manufacturing, logistics, B2B foodservice sales to retail services. Focusing on food vertical value chain, CCPL portfolio companies engage in in-house production of meat, seafood, bakery, ready-to-eat products, operate state-of-the-art warehousing and logistics services for food retailers and manage over 100 retail points in 10 countries under PastaMania (Italian casual dining restaurant), Swissbake (European bakery café), Gelatofix (Italian lifestyle dessert café) and ZAC Butchery & Deli (European/Mediterranean butchery & deli) brands.

## **ABOUT PASTAMANIA**

PastaMania is the largest Italian restaurant chain in Singapore and spans across 9 countries with over 50 retail points in Brunei, Cambodia, China, Egypt, Kuwait, Malaysia, Myanmar, Singapore and United Arab Emirates. We are a pasta player with an authentic Italian heritage. PastaMania presents a truly unique concept that possesses great mass-market appeal. It was voted by consumers as the top Italian Casual Dining Restaurant in Shanghai in FY 2014. By end of FY 2016, it is projected to have a geographical reach into 18 countries.

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