

## **PRESS RELEASE**

For immediate release

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### **PASTAMANIA, THE ITALIAN ESCAPADE DEBUTS IN YANGON**

27 FEBRUARY 2016, YANGON – PastaMania, Singapore’s largest Italian casual dining restaurant chain launched its flagship franchised store at Inya Road in Kamayut Township.

The 3,300 sq ft outlet occupies two floors of the iconic building, along with the headquarters of Root of Asia (ROA), the Franchisee of PastaMania. “It has been a long wait to bring PastaMania into Myanmar,” remarked Mr Adrian Aye Chan Ko Ko, F&B Director of ROA. “Our family fell in love with this brand many years back when we were living in Singapore. It is a dream come true to invest in a brand we love and bringing it to Myanmar to share with our people.”

Committed to creating the authentic experience of PastaMania in Yangon, it took a year of careful planning and construction to deliver the required expectation. “Our designers work with the local team from façade to interior. PastaMania brand elements from the Italian newsstand ‘Edicola’, grocery shop ‘Alimentari’, to details like signages and murals are all fabricated from our appointed factory and shipped into Yangon.” Mr Wilson Lim, Executive Director of Commonwealth Capital Group commented. This 4th-generation design is based on Italy’s piazza concept to create the ambient of the bustling public life of Italian ‘City Square’. Customers will be transported out of their daily grind to an intimate Italian escapade at PastaMania.

One can expect authentic Italian ingredients when dining at PastaMania. Mr Adrian shared that “the Burmese people are modern and well travelled. They

know how to appreciate the great taste of Italian cuisine. We use top grade ingredients from Italy such as our durum wheat pasta, extra virgin olive oil and Parma-harvested preservative-free tomato sauces on our pasta and pizza. Even our gelato ingredients are Italian made.” PastaMania offers wholesome and healthier options with many items on the menu labeled with calories count. To-date, more than 20 million plates of pasta have been served by the restaurant chain in Asia and Middle East.

Following the launch of the flagship store, ROA is working now on its second outlet. The Franchisee plans to have 5-6 stores opening very soon.



PastaMania Myanmar Flagship Outlet, Inya, Exterior



Opening Day Full House Crowd

## **ABOUT 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) and Gelatofix (Italian lifestyle dessert café).

Specialising in European-based cuisines, the anchor brand of CCPL is PastaMania, being established well over 10 years since 1998 and is the largest Italian restaurant chain in Singapore. It has presence in Malaysia, Brunei, Myanmar, Cambodia, Kuwait, UAE, Egypt and China currently. The restaurant chain was voted by consumers as the top Italian Casual Dining Restaurant in Shanghai in 2014 and the Franchisor of the Year Award presented by the Franchising & Licensing Association (Singapore) in 2007.

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