



PRESS RELEASE

For Immediate Release

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PastaMania Ventures into Ho Chi Minh City, Vietnam

18th November 2017, Ho Chi Minh City, Vietnam – PastaMania, an Italian casual dining restaurant, opens in the bustling Crescent Mall, located in District 7. The restaurant chain is renowned for its over the top pasta creations, exquisite thin-crust pizza offerings and popular amongst the youths, students, PMETs and families' groups.

Bringing a 'Piece of Italy' to Vietnam

Committed to creating the authentic experience of PastaMania in Vietnam, it took six-months of careful planning and construction to deliver the required expectation. "Our contractors and fabricators work with the international design team from façade to interior. PastaMania brand elements from the Italian bakery 'Panificio', grocery shop 'Alimentari', Pasta Al Dente 'Open-kitchen display' to details like signage and murals are all carefully designed and fabricated," said Mr Le Kien Dung, Founder & Director of Le Kien (LK) International Co Ltd. Le enthused: "This PastaMania flagship outlet design is based on Italy's Piazza concept to create the ambience of the bustling public life of Italian 'City Square'. We want to bring a piece of Italy to our Vietnamese comrades so that they can enjoy the simple pleasures of living like the Italians do."

Authentic Italian Ingredients

One can expect authentic Italian ingredients when dining at PastaMania. Mr Wilson Lim, Executive Director, International Business, Singapore's Commonwealth Capital Group opined that by farming and producing our own tomatoes in northern part of Italy, one can relish the Parma-harvested preservative-free tomato sauces found in the pastas and pizzas' selections that pass through stringent sweetness and viscosity test. "We also use other top grade ingredients from Italy such as high-protein durum wheat pastas, extra virgin olive oil and even our coffee ingredients are Italian made," said Lim.

Signature Creations & Menu

PastaMania offers an extensive menu of more than 130 choices and with many items labeled with calories count. With the most extensive pasta menu in town, consumers get to customise their meal by choosing the type of pasta they want from a selection of spaghetti, linguine, penne, fusilli or wholemeal. Our customers will love the signature classic pasta creations: "ranging from chunky minced Beef Bolognese, the very flavorful Prawn Aglio, the creamy Ham Cheesy Crumble, the juicy White Wine Vongole and our signature dessert pizzas such as Banana pizza, and Strawberry pizza, top-up with a scoop of gelato," said Le. For those who wanted to sample our premium pasta offerings, try the 'Pollo Alla Milanese', where Parmesan breaded chicken thigh is served with proprietary tomato-sauced pasta and greens. To-date, PastaMania has served more than 33 million plates of pasta in its Asia and Middle East restaurants and counting.

International & Local Presence

With this latest foray into Vietnam, PastaMania is currently available in 7 out of 11 South East Asia countries (excluding Indonesia, Thailand, East Timor & Laos). Visit us today! PastaMania flagship

outlet is located at Crescent Mall, District 7, Level 1, Ho Chi Minh City. Our second outlet will be launched at Van Hanh Mall on 18 January 2018.

About Le Kien (LK) International Co Ltd

Le Kien (LK) International Co Ltd is the exclusive PastaMania franchise partner in Vietnam. It is a decade strong and high-growth Food & Beverage (F&B) business group. The Group boasts of a successful track record in managing and developing a chain of Thai casual dining, Japanese and Vietnamese F&B concepts in Ho Chi Minh City, Vietnam. PastaMania, an Italian Casual Dining concept is the latest addition to the Group's lucrative F&B portfolio.

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 151 food service retail points in more than 13 countries under PastaMania (Italian casual dining restaurant), Swissbake (European bakery café), Gelatofix (Italian lifestyle dessert café), Udders & Kook (Singapore's Lifestyle Ice Cream Café), and The Soup Spoon (international soup culinary).

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Photo Visuals:



Picture 1: Front Facade



Picture 2: Full House at Opening



Picture 3: Dining Area