



## PRESS RELEASE

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### **PastaMania, Singapore's Largest Italian Casual Dining Chain Accelerates its Footprints in Vietnam**

17th May 2018, Ho Chi Minh City, Vietnam – PastaMania, Singapore's largest Italian casual dining restaurants' chain, opens in SC Vivo City Mall, Ho Chi Minh City. The brand is well-known for its over the top authentic Italian pasta creations and exquisite thin-crust pizza selections in the international markets.

Operated by the Ho Chi Minh City-based Le Kien International Group, this is the third (3rd) PastaMania restaurant opening within a six (6) month period in Vietnam. The current pilot stores are located at strategic locations in Crescent Mall and Van Hanh Mall in Ho Chi Minh City.

"After entering the market last November, we have been focusing on raising the PastaMania brand stature and localizing our business operations to suit the Vietnamese market. In this regard, our food items like the pasta range of chunky minced Beef Bolognese, soup-based Seafood Zuppa, the creamy Ham Cheesy Crumble, pizza offerings and appetisers have all been well received," said Mr Le Kien Dung, Group Managing Director, Le Kien International Group. PastaMania at SC Vivo City Mall will also be debuting Italian all-time favourite - Gelato or otherwise known as Italian Ice Cream. The artisanal produced Gelato range aims to deliver an Italian ice-cream in tune with the expectations of today's customers who are attentive to their favourite ice cream's taste, genuineness, and authenticity.

Next, PastaMania in the international markets has built up a strong following amongst children from the local and foreign communities through "Doughworkz, an innovative kids engagement programme". "The children, accompanied by their parents, are able to enjoy hands-on experience in preparing Italian culinary offerings such as Pasta, Pizza and Gelato or ice cream making in a fun and engaging manner," said Mr Wilson Lim, International Business, Singapore's Commonwealth Capital Group. The lessons also incorporate development of motoring skills, inculcating good table manners, eating habits and reinforcing community and family values such as filial piety (for example, serving their "own-made pasta or pizza" to their parents). The Doughworkz programme will debut in June 2018 in Vietnam. Lim enthused: "The PastaMania Italian Casual Dining business will be augmented by new extension initiatives like the 'Doughworkz—kids engagement—programme' and 'Gelato or Italian ice cream cart' to fuel the growth of the brand."

"We are on track to expand our PastaMania Italian Casual Dining Restaurant footprints in Vietnam to tap the burgeoning demand of western food culinary by the increasingly affluent and sophisticated Vietnamese consumer. Currently, we are focusing on building more PastaMania restaurants in Ho Chi Minh City and will expand into Hanoi in FY 2019. In the short run, we target to reach at least eight (8) PastaMania outlet openings in Vietnam by the end of FY 2019, while in the long run, we hope to achieve twenty-five (25) or more PastaMania outlets across Vietnam," said Le.

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### **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 250 food service retail points in more than 16 countries under PastaMania (Italian casual dining restaurant), Swissbake (European bakery café), Gelatofix (Italian lifestyle dessert café), Udders Ice Cream (Singapore's Lifestyle Ice Cream Café), The Soup Spoon (international soup culinary), Baker & Cook (Artisan Bakery & Foodstore) and The Plank (Sourdough Pizza)

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