



PRESS RELEASE

For Immediate Release

29th April 2018

PastaMania, Singapore's Largest Italian Casual Dining Chain Opens in Doha, Qatar

29th April 2018, Doha, State of Qatar – PastaMania, Singapore's largest Italian casual dining restaurants' chain, opens at Tawar Mall, Doha. The brand is well-known for its over the top pasta creations, exquisite thin-crust pizza selections and popular amongst the working professionals, youths, students, expatriates and large families' groups.

Bringing a 'Piece of Italy' to Qatar

Committed to creating the authentic experience of PastaMania in Doha, it took more than twelve (12) months of detailed planning in terms of sourcing for the flagship location, the outlet design planning and construction. "Our architect and contractors work with the PastaMania international design team from external façade to interior space planning. PastaMania's brand elements from the Italian grocery shop 'Alimentari', bakery outlet 'Panificio', open-kitchen 'Pasta Al Dente', to details like the mural wall and signage are all carefully designed and fabricated," said Mr Charbel Akoury, F&B Brand Manager, Qatar Food Services (QFS). He enthused: "This flagship outlet design is based on Italy's Piazza concept to create the ambience of the day-to-day public life of Italian 'City Square'. The timing is right as we see a growing demand for Italian casual dining culinary in Doha. We want to bring a 'piece of Italy' and the pleasure of 'living like an Italian' to the locals and expatriates in Qatar."

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 shared that by "farming and producing our own tomatoes in Italy, one can relish the Parma-harvested preservative-free tomato sauces used in pasta and pizza choices that have passed through stringent sweetness and viscosity test. We also used other top grade ingredients from Italy such as high-protein durum wheat pasta, extra virgin olive oil and even our coffee and gelato ingredients are Italian-made," said Mr 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 customize their meal by choosing the type of pasta they want from a selection of spaghetti, linguine, penne, fusilli or whole meal. Our customers will love the signature classic pasta creations: "ranging from original Carbonara, chunky minced Beef Bolognese, flavorful Seafood Marinara, delightful Corn Chicken Slice Cheesy Crumble, delicious Turkey Rasher Aglio and our unique dessert pizzas such as Banana Pizza, top-up with a scoop of gelato," said Mr Akoury. For those who wanted to sample our premium pasta offerings, try the 'Salmon Creamy Tomato Pasta', where salmon is grilled to perfection, topped with granola and served with proprietary tomato sauce.

Kids Engagement & Enrichment

At PastaMania in Qatar, we will be rolling out the 'Doughworkz' programme whereby young children will be taught how to make their own 'pasta and pizza' and to work within a community. They will also be taught on healthy eating habits and living through our series of 'PastaMons'

characters and storybooks aimed at educating the young generation in a 'Learn-as-You-Play' mode.

Our Presence

To-date, PastaMania has served more than 34 million plates of pasta in its Asia-Pacific and Middle East restaurants. We are currently available in 14 countries with more than 50 retail points and counting.

Qatar's first ever PastaMania flagship outlet in Doha is located in Tawar Mall (next to Bounce Inc), Al Markhiya Street, Al Duhail, Doha

#####

About Qatar Food Services

Qatar Food Services (aka PastaMania Qatar) is the exclusive PastaMania's Master Franchise partner in the State of Qatar. The Company boasts of a good track record in corporate and franchise owned F&B restaurant management in NOBLES, a premium Syrian restaurant concept, PASTAMANIA, an Italian casual dining concept, DELIFRANCE, a French café bakery concept and GELATOFIX, an Italian dessert lifestyle café.

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), and The Soup Spoon (international soup culinary).

For media enquiries, please contact:

Mr. Charbel Akoury
F&B Brand Manager
Qatar Food Services W.L.L
Doha, Qatar P.O.BOX: 490
Tel: 00974-74044244/ 00974-44792799
Email: charbel.akoury@qfs-qa.com

Mr. Lau Hao Yan
Assistant Marketing Manager
Commonwealth Capital Pte Ltd
7 Buroh Lane, #06-01
Singapore 618291
Tel: +65-6662-6694
URL: www.commonwealthcapital.asia
URL: www.pastamania.com
Email: haoyan.lau@commonwealthcapital.asia