

**PRESS RELEASE**

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**PASTAMANIA: USHERING IN CHRISTMAS WITH THE OPENING OF  
PUXI FLAGSHIP STORE AT SHANGHAI METRO CITY**

PastaMania, Singapore's largest Italian restaurant chain, is welcoming Christmas with the opening of its flagship store in Puxi at one of the highest traffic mall, Shanghai Metro City this December. Shortly after launching its Shanghai's Pudong flagship store at Superbrand Mall in November, PastaMania is on track in its aggressive unit development plan in Shanghai.

Operated by the Singapore-based Commonwealth Capital Group, PastaMania plans to set up 50 restaurants in Shanghai, and 500 throughout China through corporate-owned and licensed units. "We are rolling out our expansion plan swiftly but carefully. The choice of location is critical for us. A landmark of Xujiahui, an iconic eye-catching building with access to the Metro line and a good blend of office and residential crowds, Metro City is an ideal site as our flagship store in Shanghai's Puxi area. We are also very impressed with the strong mall management and assistance offered by the landlord that enables us to thank all our fans and supporters with the opening of our store during the Christmas festive season," said Mr Wilson Lim, Executive Director of International Business.

While winter months are typically not a favorite time for store openings in China as compared to summer, Mr Lim humbly expressed that it is an opportune timing for the company to invest in staff training, fine-tune operational flow and enhance customers' experience with the gradual build-up to the summer months. PastaMania is likely to ink the third location in Shanghai before the end of 2013. As to 2014, a confident Mr Lim is already planning for 6 new stores in Shanghai and 12 units in other parts of China.

"We know we have the right formula for Shanghai from the feedback given by our customers. We have the most extensive pasta menu in town. Our focus is on offering authentic Italian Pasta cuisine to the Chinese consumers. We were told by our customers that besides the store ambience, they loved our chunky minced Beef Bolognese, the very flavorful Prawn Aglio, the crunchy Bacon Cheesy Crumble and our signature desserts such as Panna Cotta, Tiramisu and Blueberry Crostata. For this Christmas, a special 3-course menu with a beverage has been introduced. We are very excited about the opportunities in China." commented Mr Giacomo Galtarossa, General Manager of Supply Chain.

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

Commonwealth Capital (CCPL) is a Singapore-based investment company with an emphasis in the Food vertical. Brands under CCPL include PastaMania, NYC Bagels, Swissbake and Swisstreats. Besides food manufacturing, operating restaurants and bakery cafes, CCPL's investments also span the real estate, print and creative industries.

## **ABOUT PASTAMANIA**

PastaMania is the largest Italian restaurant chain in Singapore specializing in their winning Casual Italian Dining concept and a strong focus on freshly-cooked Italian cuisine. From its humble beginning in 1998, PastaMania operates close to 50 stores in Singapore, Brunei, China, Egypt, Malaysia, Kuwait and the U.A.E.

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