



PRESS RELEASE

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AN ALL- ITALIAN AFFAIR: PASTAMANIA & GELATOFIX FOOD SERVICE RETAIL CONCEPTS KICK-OFF IN CAMBODIA

15th September 2016, PHNOM PENH – PastaMania, Singapore’s largest Italian casual dining restaurant chain and GelatoFix, an Italian Gelateria and Cafeteria concept, launched its flagship food service retail outlet on the capital’s riverfront.

The 5,000 square feet PastaMania & GelatoFix outlet is strategically located at an exclusive heritage site opposite tourist and local hot spot, and along the famous Mekong River. “It has been a much-anticipated wait to realize my dream of bringing a ‘piece of Italy’ to Cambodia through PastaMania & GelatoFix. It brings about new food innovation, vibrancy to the local F&B scene and authentic Italian F&B concepts that will correspond well with 60% of Cambodian population below 35 of age and an increasing number of expatriates living in or visiting Cambodia”, said Mr. Khun Heng, CEO of K Distribution.

“PastaMania features the widest range of great tasting pasta dishes along with authentic thin-crust Italian pizza that suit the taste buds of Cambodians. We will also be the first in the market to launch an authentic Italian gelato coffee shop chain under GelatoFix.” Mr. Wilson Lim, Executive Director of Commonwealth Capital Group commented. Our concepts present an all-Italian affair. Firstly, at PastaMania, we use only top grade ingredients from Italy such as high quality durum wheat pasta packed-with-nutrients, extra virgin olive oil and Parma-harvested preservative-free tomato sauces.

Next, GelatoFix features an authentic Italian-star line up with a renowned designer creating the lifestyle concept ambience with a menu handcrafted by a gelato world cup champion. While full main course menu of pasta, risotto, sandwiches are served at the outlet, be sure to leave some space for the signature dessert, ‘The Magic Boxx’. A fusion of Asian bread toasted to perfection, cubed in sweet buttery texture, topped with Italian gelatos and served with a treasured chest of chocolate. A must-try!

Following the successful launch of the flagship store, K Distribution has development plans in the pipeline to have six PastaMania and GelatoFix stores in the next 30 months.



Picture 1: PastaMania & GelatoFix Storefront @ Riverside



Picture 2: Dining Area at First Floor GelatoFix



Picture 3: GelatoFix Service Counter



Picture 4: PastaMania Ground Floor Dining Area



Picture 5: PastaMania First Floor Dining Area



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 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 12 countries under PastaMania, GelatoFix and Swissbake brands.

ABOUT PASTAMANIA

PastaMania is the largest Italian restaurant chain in Singapore with over 50 retail stores in 10 countries such as Singapore, Cambodia, Brunei, China, Malaysia, Myanmar, Egypt, Kuwait, United Arab Emirates and Philippines. We are a pasta player with an authentic Italian focus. PastaMania presents a truly unique concept that possesses great mass-market appeal.

ABOUT GELATOFIX

GelatoFix is the latest addition to Commonwealth Capital's retail brand portfolio. The place to unwind, chill and relax, it is an Italian dessert and coffeeshop concept. We depict the easy going, casual yet passionate, fulfilling and endearing lifestyle of the Italian culture. A place where we can be surrounded by nice feelings and pure emotions...and have one of the best indulgences of the world...Gelato.

ABOUT CAMBODIA'S K DISTRIBUTION CO., LTD

K Distribution Co Ltd is an emerging enterprise based in Phnom Penh and started by a young promising entrepreneur, Mr. Khun Heng. He is educated in Singapore and holds a Bachelor Degree in Management, specializing in Entrepreneurship Management from the Singapore's Institute of Management. K Distribution Co Ltd.'s business activities span the lifestyle retail, food and beverage sectors. It is an associated company of the established Khun Sea Development Co Ltd that engages in real estate business development.



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