



PRESS RELEASE

For Immediate Release

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PastaMania, Singapore's Largest Italian Casual Dining Chain Opens in Colombo, Sri Lanka

29th March 2018, Colombo, Sri Lanka – PastaMania, Singapore's largest Italian casual dining restaurants' chain, opens in downtown, Colombo 3. The brand is well-known for its over the top pasta creations, exquisite thin-crust pizza selections and popular amongst the white collar professionals, youths, students, expatriates and families' groups.

Bringing a 'Piece of Italy' to Sri Lanka

Committed to creating the authentic experience of PastaMania in Sri Lanka, 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', open-kitchen 'Pasta Al Dente', newspaper stand 'Edicola' to details like the mural wall and signage are all carefully designed and fabricated," said Mr Hilme Azeez, Managing Director (Food & Beverage Business) of Azeez Brothers Pvt Ltd. Azeez 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 lot potential for casual dining in Sri Lanka making it to the top. We want to bring a 'piece of Italy' and the pleasure of 'living like an Italian' to the local and expatriates' communities in Sri Lanka."

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 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 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 Cheese Crumble, colorful Mediterranean and our unique dessert pizzas such as Banana and Strawberry pizzas, top-up with a scoop of gelato," said Azeez. 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 orange dressing and served with proprietary tomato sauce.

Kids Engagement & Enrichment

At PastaMania in Sri Lanka, 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.

Sri Lanka's first ever PastaMania flagship outlet in Colombo is located at 502 R A De Mal Mawatha, Colombo 3 (otherwise known as Duplication Road).

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About Azeez Brothers Pvt Ltd (aka PastaMania Sri Lanka)

Azeez Brothers Pvt Ltd (aka PastaMania Sri Lanka) is the exclusive PastaMania's Master Franchise partner in Sri Lanka. It is part of the established Azeez Group. The Group boasts of a successful track record in food distribution business in Colombo, Sri Lanka. PastaMania, an Italian Casual Dining concept is the first F&B brand addition to the Group's lucrative Food businesses.

About Singapore's Commonwealth Capital Group

Commonwealth Capital PteLtd (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 200 food service retail points in more than 15 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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ANNEX 1



Picture 1: Main exterior façade in Duplication



Picture 2: PastaMania Local Aces at work.



Picture 3: Kids' Engagement Room & Activities.



Picture 4: Interior Elements.