

1st August 2020

PRETZ x Wee Nam Kee Hainanese Chicken Rice Is In Town! Glico & Wee Nam Kee Launches Singapore Exclusive Chicken Rice Biscuit Sticks

We are pleased to announce the launch of the new PRETZ x Wee Nam Kee Hainanese Chicken Rice. This is the first-ever collaboration between famous Hainanese Chicken Rice restaurant chain, Wee Nam Kee and leading Japanese confectionery company, GLICO



SINGAPORE, 6 AUGUST 2020

You can experience the authentic taste & fragrance of the award winning Hainanese Chicken Rice in a crispy PRETZ stick and say hello to the perfect local me-time snack.

PRETZ Chicken Rice is a Singapore exclusive product that's available at Wee Nam Kee outlets, NTUC Fairprice, CHEERS, Prime Supermarket and Redmart from 6th August 2020 for a limited time. While stocks last.

PRETZ Chicken Rice is part of the annual Singapore Food Festival (SFF) as one of the most highly anticipated food events by the Singapore Tourism Board (STB).

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"We are excited to partner with Wee Nam Kee to not only celebrate Singapore's National Dish: Hainanese Chicken Rice, but to also encourage Singaporeans to support local businesses and be proud of our food culture."

- Mr Ian Leong, Regional Brand Manager, Glico Asia Pacific Pte Ltd.

About Glico

Ever since the launch in 1922 of the nutritious, fortified Glico caramel in its distinctive red box, the business activities of Ezaki Glico Co., Ltd. adhered to the corporate philosophy of "Enhancing Public Health Through Food." Upon the 70th anniversary of the Glico Group in 1992, this same spirit and dedication was incorporated into the revised corporate philosophy of "A Wholesome Life in the Best of Taste." Glico caramel – the company's first product – incorporates the innovative creativeness of Mr. Riichi Ezaki, the company's founder. Ever since the beginning, the entire staff has likewise been heartily dedicated to further enhancing people's health and quality of life. This has led to the expansion of business lines beyond confectionery to include ice cream products, processed foods, desserts, milk products, baby formula, food ingredients, and raw materials for cosmetic and health products.

<https://www.glico.com/global/>

About Glico Asia Pacific

Regional headquarters Glico Asia Pacific Pte. Ltd. was established in Singapore in 2017 to further our business across the APAC region.

The region comprises of offices in Singapore, Thailand, Indonesia, Malaysia, the Philippines and Vietnam which support the development and sales of confectionery and ice cream products for the Asia Pacific.

<https://www.glico.com/sg/>

About PRETZ

PRETZ officially launched as a sweet snack in 1963, becoming one of Glico's long-standing brands. Now with a wider range of flavours, it has garnered fans from all walks of life.

Its long, slim stick shape breaks with a nice snap and can be easily enjoyed as an accompaniment alongside any activity. PRETZ's brand promise 'Hello, me time!' is a representation of its mission to enable customers to enjoy uninterrupted moments of being fully absorbed in the things they love.

<https://www.glico.com/sg/product/pretz/>

About Wee Nam Kee

Founded in 1987, Wee Nam Kee takes pride in serving one of Singapore's most iconic and well-loved dish – Hainanese Chicken Rice. Using only the freshest ingredients and uncompromising commitment to quality, Wee Nam Kee has garnered a loyal following, both locally and overseas.

<http://wnk.com.sg/>



About Singapore Food Festival

For the first time in its history, the Singapore Food Festival (SFF), Singapore's only event dedicated to local cuisine and local F&B talent, will take on a virtual format this year. Themed "Rediscover the Foodie in You", SFF 2020 will see more than 25 F&B partners coming onboard to serve up gastronomic experiences for festival goers to enjoy at home.

Taking place across two weekends in August (21–23 August and 28–30 August), Singapore's dining scene will come to life in the form of virtual food tours, live masterclasses, chef collaborations, food bundles and limited edition food merchandise.

<https://www.singaporefoodfestival.sg/>

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