

July 2019

Eat It Loud, Eat it Proud: Iconic Singaporean Breakfast remixed with Pocky X Ya Kun Kaya Toast & Limited Edition

Glico celebrates the much loved classic Singapore breakfast of Kaya Toast & Kopi O by partnering with the iconic heritage Singapore Kaya expert: Ya Kun Kaya Toast to create the first ever Singapore exclusive Pocky flavours of Kaya Toast & Kopi O!



SINGAPORE, 12 JULY 2019 – Glico is excited to bring celebrate the flavors of one of the most famous food hubs in the world: Singapore. Fueled by the national food obsession, we have selected one of the most iconic Singaporean meals to be transformed into Pocky – the Singaporean Breakfast of Kaya Toast & Kopi O. The perfect pairing of fragrant pandan scented coconut jam and local style black coffee creates a flavor experience that is deliciously unique to Singapore!

To ensure flavor authenticity in nation of self-proclaimed foodies, Glico has partnered with the most iconic local heritage kaya toast & coffee expert: Ya Kun Kaya Toast to co-create the Pocky X Ya Kun Kaya Toast and Kopi O. Established in 1944, Ya Kun Kaya Toast has been delighting locals and visitors alike with their traditional Kaya Toast & Kopi; made in the same traditional method for 75 years. It is due to the shared high standards of flavor, quality & authenticity that after numerous research and development trials that Glico and Ya Kun are proud to launch this Singapore exclusive flavor.

News Release



Glico Asia Pacific Pte. Ltd.

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

The Pocky X Ya Kun Kaya Toast and Kopi O flavours will be launched exclusively in Singapore during the STREAT event, which is the anchor event of the Singapore Food Festive (SFF), the most highly anticipated food event by the Singapore Tourism Board (STB) that's now in its 26th year. Thereafter it will be exclusively available in all Ya Kun Kaya Toast outlets islandwide from 14 July 2019.

Details of the STREAT event

Dates: 12 & 13 Jul

Time: 5pm – 11pm

Venue: The Promontory at Marina Bay

Open to public

STREAT is an annual Singapore Food Festival event that celebrates the best of Singapore's local talents, flavours and cuisines. It is an outdoor experience that will showcase our local cuisine in a fresh, contemporary setting. The event will feature 12 F&B stalls, serving local hawker fares and modern interpretations, workshops by popular local chefs and a retail pop-up by Naise that will sell the Pocky X Ya Kun Kaya Toast and Kopi O flavours.

For all press and media enquiries:

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About Ezaki 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/>

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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 Pocky

Pocky Chocolate was released in 1966 and promoted as the world's first chocolate stick biscuit. Pocky is so shareable that you'll want to share it with your friends and family any time, and anywhere. Pocky is all about 'Share happiness!' Let's all share Pocky and bring happiness around the world.

<http://pocky.glico.com/info/>

About Singapore Food Festival

This year, the Singapore Food Festival (SFF), Singapore's only event dedicated to local cuisine and local talent, celebrates our multicultural heritage with a reprisal of the theme, "Savour Singapore in Every Bite". A total of 20 event partners offering myriad dining concepts and gastronomic experiences will come together for a three-week celebration of Singapore's dining culture from 12 to 28 July 2019.

SFF celebrates the pioneers of our local food scene and encourages the innovation of Singaporean cuisine. It also aims to engage local and foreign visitors through sharing more about authentic Singaporean flavours and the culinary talents behind them.