



 Foodfare

2012/2013

Social Report

goodness inside

Our Social
Contributions
& Milestones



Foodfare

continues to maintain a strong commitment in helping to make a long lasting and positive social impact.

This is done through our business operations and our caring for the communities and environment, with special emphasis on community programmes that support children and the elderly. This is what sets us apart from other commercial operators.

KEY INITIATIVE

GOODNESS IN OUR PRICE

We offer discounts, concessions and benchmark prices because we care about everyone being able to afford a good meal.

Price Moderator

During the time of inflation in 2011, against rising food prices, Foodfare continued to hold back price increases for the year to help consumers cope with the cost of living. This has also allowed Foodfare to change the populist tide of raising prices, and at the same time, encourage others in the market who can afford to do so, to help Singaporeans beat the inflation in their own way.

Price moderation begins with every existing Foodfare outlet in the community. Besides good value, we ensure that the basic food types and beverage are highly affordable. On average, our prices for basic food types and beverage are at least 5%-15% cheaper than those of other operators nearby. In the comfort and ambience of an air-conditioned foodcourt, our customers can still find a cup of coffee starting from \$0.80 and our legendary NTUC Breakfast Sets, comprising a coffee or tea, toast and 2 eggs, being sold at an affordable price of \$1.80 or \$1.40 to the public and union members respectively.

the **Legendary Breakfast Set!**



NTUC BREAKFAST SET

\$1.80

1 HOT KOPI/TEH
+ TOAST
+ 2 SOFT BOILED EGGS

\$1.40 for NTUC Union Members

NTUC Members' Value Meals

This initiative, which has helped union members save between 5%-20% on food prices at every stall across all our foodcourts since May 2010, has been extended to include all Foodfare's coffeeshops and Wang Café outlets in order to reach out to more members. With this extension, we expect annual redemptions to exceed the current 450,000 meals.

Not forgetting our senior citizens and the active agers, a 10% Senior Citizens' Discount is being offered to those aged 55 years and above on every Tuesday of the week to help them stretch their dollar.



One Million Plates for Singapore

On 01 April 2011, after our announcement to hold back price increases, Foodfare launched our One Million Plates initiative to help Singaporeans further cope with inflation. We put aside \$500,000 worth of savings for our customers by allowing the public to buy our NTUC Value Meals at the Union Members' price.

In an effort to make a difference where it is most needed, we enlisted the 5 Community Development Councils (CDCs) as partners to help us distribute 200,000 coupons (out of the one million) to needy residents.



Doing More for our Members through "U"

Foodfare has been giving financial support to NTUC and unions to help low income workers and their families. Additionally, we have also increased our reach and created value for members through various schemes which include rebates, discounts and the issuance of LinkPoints.

Moving forward, we aim to be Bigger so as to be more accessible to customers from all walks of lives, including their families, by expanding our network and offering more choices and benefits.



Foodfare @ 420A Clementi Coffee Shop

GOODNESS IN THE EXPERIENCE

We continue to challenge the norm expected at foodcourts or coffeeshops, and strive to redefine the dining experience with the aim of providing a high level of comfort and a pleasurable dining experience at all our outlets because we care about our customers' well-being.

Supporting Health, Wellness Foods and Lifestyle

In a battle to fight the bulge and to help Singaporeans live a healthier life, we have piloted calorie counts to be on display next to food items on the menu boards at our foodcourt at the Khoo Teck Puat Hospital. This information is also reflected on the print-out receipts to keep customers informed about their calorie intake. Working closely with Health Promotion Board (HPB), all our outlets now feature at least one "less than 500 calorie" meals of every stall.



Foodfare @ Khoo Teck Puat Hospital

Driving Excellence in our Standards

While all stalls at our foodcourts have been graded "A" by the National Environmental Agency ("NEA"), our coffeeshop stalls have attained at least a "B" grading. Foodfare is the first foodcourt and coffeeshop operator with all its toilets certified as "Happy Toilets" by the Restrooms Association of Singapore.

In 2012, our commitment to achieving service excellence is further affirmed when we become the first foodcourt and coffeeshop operator to be awarded the Singapore Service Class Award.



Foodfare @ 420A Clementi Coffee Shop

Eco-Friendly and Family-Centric Environment

We were encouraged by the success of our green and health promoting foodcourt at the Khoo Teck Puat Hospital, and the 3-G Family Friendly foodcourt at The Clementi Mall, which saw the incorporation of a play area, a nursing room and a specially designed kids' dining area with customized table heights. Our 2nd 3-G Family Friendly foodcourt at Junction 10 commenced operations in December 2011, with the hope of fostering many good moments for the family.

Whilst we will continue to open more Family Friendly outlets to encourage family bonding, good social habits and interaction, we will also incorporate more healthy food options to help Singaporean average and improve their well-being with access to better food and nutrition.



Foodfare @ Admiralty Kid's Area

GOODNESS IN OUR COMMUNITY

We are championing a broad number of community initiatives such as the rehabilitation of inmates, providing employment for older citizens and assistance to the needy because we care for the community



A Social Community Project to help the Low-Income and Needy

This was first piloted in 2009 to help Singapore's poor & needy beat inflation. Recognising its importance to our Co-operative's mission, the initiative is driven as a national vehicle to help the low income and needy cope with the impact of rising food prices. In the first quarter of 2012, we introduced special set meals comprising of meat, vegetables and sides to the heartlanders as part of our initiative to provide cheap but good quality local fare for as low as \$2.50. A special concessionary price of \$1.99 is further extended to those under the Public Assistance Scheme, concessionary card-holders including senior citizens & union card members.



Rice Garden @ Aljunied

Our first stall at the Aljunied Hawker Centre has served 252,000 meals since it opened three years ago, and the special group has collectively enjoyed \$63,000 in terms of savings. We have opened our second stall in Toa Payoh on 01 May 2012 with plans to expand the Rice Garden network to reach out and benefit more Singaporeans.





Supporting community programmes through our business

Helping children who are at risk of literacy delay or who face educational challenges, our partnership with ITE on a “Train-and-Place” programme, have provided employment opportunities for this group of young Singaporeans, by helping them to upgrade their skills.

We have actively supported students from the Assumption Pathway School and Northlight School in their industrial attachment programme so as to equip them with marketable vocational, entrepreneurial and technological skills.

In 2009, we have pledged \$100,000 to train those inmates with a flair for cooking

in advanced culinary courses, with certifications that are recognised in the food and beverage industry. In the 2nd quarter of 2012, we reinforced our commitment and provided another \$100,000 funding support to the inmates to increase their level of employability and to help them to re-integrate into society and the workforce.

Besides funding support, we have entered into partnerships with various charitable organizations such as Man Fut Tong Home to extent our help to the community. The partnerships have encouraged volunteerism within our organization and will eventually offer ways for our partners and customers to join us in making a difference in the communities we serve.