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PRESS RELEASE

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Superdog's super fresh fast food hits 313 Somerset

- ***Homegrown Superdog is the only fast-food restaurant chain in Singapore that serves fresh, not frozen, beef patties and gourmet sausages that are 100% meat***
 - ***Plans to expand presence in Singapore and explore overseas franchise opportunities***

SINGAPORE – 28 January 2010 – Superdog Pte Ltd (“Superdog”), Singapore’s first and only homegrown fast-food restaurant chain serving a wide range of authentic hand-grilled hot dogs and burgers, has opened its fourth outlet in the heart of Orchard Road at 313 Somerset.

Founded by CEO Mr Edmund Koh in 2006, Superdog’s potential caught the eye of boutique venture capital firm Sirius Venture Consulting Pte Ltd in 2008, who has since taken a 55% stake in the restaurant chain.

Always Fresh, Never Frozen

Freshness is key in Superdog’s food. Unknown to many, Superdog is the only fast-food chain in Singapore that serves fresh – never frozen – premium beef patties air-flown from Australia which are made from 100% chuck meat and free of additives, fillers or preservatives. Fresh chicken thigh meat is also used for its chicken patties.

Likewise, its sausages are freshly prepared by local suppliers and are never frozen – using only natural casing and 100% meat without any fillers or spare parts.

That is not all – even its vegetables are freshly cut in-house daily. Superdog's onion rings, for instance, are freshly cut and battered upon order.

“Superdog embodies what I believe a fast food restaurant should be – affordable, tasty food made with the freshest ingredients, and all served quickly in a comfortable restaurant environment. We believe in eating well and eating healthily, and nothing beats the taste and texture of fresh meat. To ensure freshness, all orders are only prepared when customers place them, hence the waiting time may be a tad longer than other fast food joints,” explains Mr Koh.

Excellent Value

Sourcing for the best ingredients is one of the ways Superdog ensures its customers can enjoy quality food at great value. Besides gourmet meats such as German Bratwurst and Spicy Italian sausages, customers can also enjoy imported Breda coffee – the only place in town offering this unique coffee originating from Italy since 1921 – as well as imported Australian chocolate for its gourmet beverages.

Mr Koh elaborates, “We give consumers excellent value. For instance, our Superburger is a one-third pounder made with 150-gram fresh beef patties, compared with 45-gram frozen patties that other fast food chains use. Our customers also like the fact that they can customize their burgers, such as adding a fried egg which is a quirky preference of Singaporeans.”

Quality Tastes

To cater to every taste bud, Superdog offers more than 7 varieties of hotdogs, more than 7 types of burgers, 4 side dishes and 14 types of gourmet beverages. Great taste is a given with specially concocted and proprietary recipes such as its signature Chili made with 16 secret ingredients. The Chili is also freshly prepared each day and is not pre-packed.

To bring out the best flavour and juiciness of the burger patties and hotdogs, they are cooked the traditional way – by hand-grilling them to perfection with canola oil. Most of its meats are grilled, instead of deep-fried.

Superdog also offers breakfast at three of its outlets from 7:30am to 11:30am, with a menu that is usually only found in fine dining restaurants – such as freshly made banana walnut pancakes, chocolate chip pancakes, and bacon and egg multi-grain sandwiches.

Appetite for Growth

Superdog's first 120-seater outlet opened in Vivo City in November 2006, with two more outlets opening at Downtown East and White Sands Mall in 2008. Its latest outlet at 313 Somerset is its first in the Orchard area.

“While we have built up a small following of Superdog fans over the past three years, we think there are many people out there who still do not know what is special about Superdog. Hence, our outlet at 313 Somerset has adopted an educational theme – inviting customers to take a closer look at our food and study what they are eating. We believe, over time, customers will recognise that Superdog is indeed a cut above the rest,” says Mr Eugene Wong, Chairman of Superdog and Managing Director of Sirius Venture Consulting.

Elaborating on the Company's plans moving forward, Mr Wong says, “We believe we have a recipe for success and plan to expand our presence in Singapore, not necessarily by just opening new outlets but by other avenues such as delivery services. We are also setting our sights beyond Singapore and are currently exploring franchise opportunities overseas.”

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About Superdog Pte Ltd

Superdog Pte Ltd (“Superdog”) is a Singapore-based fast-food restaurant chain operator, serving a wide range of authentic hand-grilled hot dogs and burgers. It is the only fast-food restaurant chain in Singapore which serves fresh, not frozen, beef patties and gourmet sausages that are 100% meat.

Restaurant locations and opening hours:

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| 1. Vivo City (#B2-40/41),
7:30am to 10:30pm daily | 3. White Sands Mall (#01-22),
7:30am to 11pm daily |
| 2. Downtown East (#04-101),
11am to 10:15pm daily | 4. 313 Somerset (#B3-21/22),
8am to 11pm daily |

Superdog also offers delivery and event catering services. For more information, please call its hotline number 6100 2929, or email order@superdog.com.sg.

www.superdog.com.sg