

PHOTO RELEASE

For Immediate Release

Singapore first to receive Sino-Singapore Jilin Food Zone's launch product
Fragrance 43°N japonica rice available for sale in NTUC FairPrice outlets island-wide



Mr Tng Ah Yiam, Deputy CEO (Merchandising) of NTUC FairPrice Co-operative Ltd, and Mr Yeo Chun Cheng, CEO of Sino-Singapore Jilin Food Zone Development and Management Co., Ltd, with the 2.5kg and 5kg packages of rice respectively. Photo: Ascendas-Singbridge

Singapore, 30 December 2015 – Fragrance 43°N (43°香) japonica rice, the first Sino-Singapore Jilin Food Zone (SSJFZ) branded product, hits the shelves in Singapore today.

Catering to the increasing local demand of japonica rice, consumers in Singapore will be the first to taste the Fragrance 43°N japonica rice. Branded under the Brilliance range, the parent

brand for products from SSJFZ, Fragrance 43°N presents an alternative to japonica rice imported mainly from Japan, the United States, Australia and Vietnam.

Cultivated in Jilin, Northeast China, which is known for its fertile black soil and pristine environment, Fragrance 43°N's high-quality japonica rice is harvested and packaged through processes that integrates Singapore's food safety standards and experience. The short-grain Fragrance 43°N japonica rice is a highly nutritious source of protein, fibre, vitamin B, calcium and iron; and has a delicate fluffy texture, sweet mild taste and a tantalising aroma, making it a perfect accompaniment to almost any food.

A premium quality product at an affordable price, the initial 60 tonnes (60,000kg) of Fragrance 43°N are currently on sale in 2.5kg and 5kg packages across all NTUC FairPrice Xtra hypermarkets and Finest supermarkets island-wide. Each 2.5kg package retails at S\$11.70 while a 5kg package retails at S\$23.20.

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About Sino-Singapore Jilin Food Zone (www.ssjfz.com)

The Sino-Singapore Jilin Food Zone Development and Management Co., Ltd (JVMC) was founded in 2013, under a 40:60 joint venture between Singbridge's entity, Jilin Food Zone Pte Ltd, and the Jilin City Government.

The Sino Singapore Jilin Food Zone (SSJFZ) is being built based on two critical pillars of success: a Foot and Mouth Disease Free Zone, and an Integrated Food Safety System of international standards. SSJFZ aims to become a model food zone for the production of safe and quality food, replicable and scalable to other parts of China and beyond.