



FOR IMMEDIATE RELEASE

Dairy Farm and The Food Bank Singapore launch *Better Together* - the first food donation drive focused on better nutrition for families in need

- *First 10,000 meals to be donated by Dairy Farm to kick start initiative*
- *Target to drive donations of 10,000 meals every month*

SINGAPORE, 18 December 2020 - The Dairy Farm Group, who own retail supermarkets Giant and Cold Storage, today announced a partnership with The Food Bank Singapore to launch *Better Together*, a first-of-its-kind food donation drive focused on providing daily necessities and more nutritious products to families in need. The partnership kicks off with 10 pilot stores* across Cold Storage and Giant, with a view to roll out island-wide over the next few months. Dairy Farm will kick start the initiative with a donation of 10,000 meals to The Food Bank Singapore's beneficiaries - a target the initiative hopes to achieve with the help of customers every month.

Better Together combines the scale and reach of Dairy Farm supermarkets, and The Food Bank Singapore's extensive network and expertise with food donations which supports 370 organisations, serving over 100,000 families. *Better Together* was also organised in support of SG Cares Giving Week which took place earlier in the month.

CLOSING THE NUTRITIONAL GAP IN FOOD DONATIONS

According to *The Hunger Report 2019*, a study commissioned by The Food Bank Singapore conducted by the Singapore Management University Lien Centre for Social Innovation, 10.4% of Singaporean households experienced food insecurity – defined as when a household does not have access to food for a healthy life - at least once in 12 months. This is despite Singapore being ranked by the Economist Intelligence Unit as the most food-secure nation in the world on the Global Food Security Index in 2019.

Better Together aims to close the gap between current food donations and families in need. The initiative complements existing food donation efforts by focusing on nutrition, providing vulnerable families with the long-term dietary requirements key to support healthy living.

Chris Bush, Dairy Farm Chief Executive Officer for Southeast Asia Food Business said: "As a leading food retailer, food insecurity is naturally an issue close to our hearts and we know that this year will be particularly challenging for many families. Therefore, we are partnering with The Food Bank Singapore to join hands with our customers to ensure that vulnerable families in our communities have access to not only essential food products, but products with higher nutrition for a healthier lifestyle."

"With stores located island-wide providing easy access to products and collection points, we are hoping to make it easier for customers to participate so we can make an even bigger impact for families in need."

Nichol Ng, Co-Founder of The Food Bank Singapore said "Food insecurity is associated with physical and mental health detriments such as stress and depression, and often, food-insecure households prioritise affordability over nutritional value of food. We are proud to partner with Dairy Farm to increase the awareness of food insecurity in Singapore so that we might narrow the gap on food support to feed Singapore better together."

INSPIRING ACTION

Customers will be encouraged to join the food donation drive with clear in-store communication on the initiative as well as the products needed by The Food Bank Singapore's beneficiaries. Clearly marked collection points are available at participating Cold Storage and Giant outlets for customers to drop off their donations, making it simple for customers to participate.



Chris Bush added, “To help drive awareness of the initiative, we have enhanced the in-store experience to allow customers to learn more about food insecurity, making for a much more meaningful grocery shopping experience. We truly believe it’s the little things that make a giant difference, and hope that they will join us in bringing much-needed food essentials to families in need who do not have the luxury of choice when it comes to everyday groceries. Alone we can only do so little but together we can do so much more!”

For more information on *Better Together*, visit coldstorage.com.sg/foodbank or giant.sg/foodbank

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Editor’s Notes:

Better Together 10 pilot stores

1. CS Fresh, Great World
2. Market Place, Tanglin
3. Cold Storage, Jelita
4. Cold Storage, Kallang Leisure Park
5. Cold Storage, Link@896 (Previously Sime Darby)
6. Giant Hypermarket, Tampines
7. Giant Hypermarket, Sembawang Shopping Centre
8. Giant Hypermarket, Suntec
9. Giant Hypermarket, IMM
10. Giant Hypermarket, Pioneer Mall

Suggested products for donation

Category	Item
Dry goods	Red/Brown rice Brown rice noodles Oats Oat crackers Low sugar cereals
Canned goods	Meat Fish e.g. Tuna
Sauces	Ketchup, Chilli sauce, Soy sauce
Beverages	Tea, Coffee Milk Powder (for children and adults) UHT Milk Milo, Horlicks
Others	Nuts Spreads e.g. Jam, Chocolate, Kaya

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About Dairy Farm Group

The Dairy Farm Group is a leading pan-Asia retailer that provides quality and value to Asian consumers by offering leading brands, a compelling retail experience and great service; all delivered through a strong store network supported by efficient supply chains.

The Group operates under a number of well-known brands across five divisions. The principal brands are:

Food – Grocery Retail

1. Cold Storage in Malaysia and Singapore;
2. Giant in Indonesia, Malaysia and Singapore;
3. Hero in Indonesia;
4. Robinsons in the Philippines
5. Wellcome in Hong Kong and Taiwan and
6. Yonghui in mainland China.

Convenience stores

1. 7-Eleven in Hong Kong, Macau, Singapore and Southern China.

Health and Beauty

1. Guardian in Brunei, Cambodia, Indonesia, Malaysia, Singapore and Vietnam; and
2. Mannings in Greater China.

Home Furnishings

1. IKEA in Hong Kong, Indonesia, Macau and Taiwan.

Restaurants

1. Maxim's in Cambodia, mainland China, Hong Kong, Macau, Malaysia, Singapore, Thailand and Vietnam (directly and via various joint ventures or franchises).

Other Retailing

1. Robinsons in the Philippines operating department stores, specialty and DIY stores.

Dairy Farm International Holdings Limited is incorporated in Bermuda and has a standard listing on the London Stock Exchange, with secondary listings in Bermuda and Singapore. The Group's businesses are managed from Hong Kong by Dairy Farm Management Services Limited through its regional offices. Dairy Farm is a member of the Jardine Matheson Group.

About The Food Bank Singapore Ltd

Established in 2012, The Food Bank Singapore (www.foodbank.sg) is Singapore's first food bank and aims to be the prevailing centralised coordinating organisation for all food donations in Singapore. Driven by its mission to eradicate food insecurity of all forms in Singapore by 2025, the registered charity bridges potential donors and member beneficiaries by collecting and redistributing donated food. Its members are registered charity organisations or special organisations with a designated meal programme for low income and underprivileged individuals and families. Through a network of more than 370 such organisations of all sizes, the food bank serves more than 100,000 families and over 300,000 people with all kinds of food – from fresh to cooked.

About SG Cares Giving Week

In partnership with SG Cares and NCSS, NVPC is catalysing Giving Week for the sixth consecutive year, from 1st to 7th December 2020. SG Cares Giving Week is a national movement that celebrates the spirit of giving - where individuals, leaders, businesses and non-profit organisations come together to give their time, talent, treasure and voice in support of the causes they are passionate about, to help build a City of Good. 2020 has illuminated the community spirit and little acts of giving that have



resulted from the Covid-19 pandemic. Through this movement, we hope to encourage the public to continue giving in their personal capacities to make this the Best Week Ever! As the movement grows, NVPC hopes to embed giving into our DNA and our culture so that it becomes our way of life. Take action and support the movement, visit www.givingweek.sg.