

Owl Press Release

Singapore's favourite and award-winning Owl takes on a fresh, new look

(Singapore, Oct 12, 2011) – Coffee lovers are hooting as Singapore's favourite and multiple award-winning Owl has taken on a fresh, new look.

From today, Owl Coffee's all-time favourites of Owl 3in1, Owl Kopitiam Roast and Owl Nanyang White Coffee will come wrapped in new packaging featuring a modern, stylised blue logo.



Renowned for their quality Straits Asian brand of traditional recipes through many years of meticulous craftsmanship, Owl renews its brand promise of 'Time-tested with Pride', a commitment to apply this same belief in their journey of innovation and creation of coffee and instant beverages for the years ahead.

Redefining their portfolio of product offerings, Owl presents three major product classes organised into thematic ranges inspired by their Straits Asian heritage:

EVERYDAY FAVOURITES

Owl's Everyday Favourite range of instant coffee combines time-tested recipes and ingredients with more than 50 years of experience, brewing a familiar blend of classic coffee for that perfect, everyday cup.



OWL KOPITIAM ROAST

Affectionately named "Kopitiam Roast" in honour of the Straits Asian Coffeeshop culture, this range carries a menu of localised flavours using everyday lingo such as

“Kopi Siew Dai” and “Kopi-C Kosong” amongst others, customising coffee to serve personal preferences.



NANYANG WHITE COFFEE

Inspired by the coffee making traditions of early Straits Asian settler, Owl’s Nanyang White Coffee preserves roasting techniques handed down by our forefathers to create a uniquely rich and creamy texture for that indulgent cup.



Owl’s General Manager for Marketing Sherie Koh commented: “Singapore’s favourite Owl is the same coffee craftsman that has been roasting beans and innovating brews since 1956, winning over coffee lovers the world over. It is time we reward the Owl with a new look, so do watch for it.”

Owl will introduce four new flavours to add to its sterling line up of “Time-Tested With Pride” favourites. They are Owl 2-in-1 Coffee with Creamer, Owl Kopi-C, Owl Nanyang White Coffee 3-in-1 (Gula Melaka) and Owl Nanyang White Coffee 2-in-1.

Popular actress Jeanette Aw has been smitten by the modern, new Owl. She will embrace her Owl coffee cup and be its ambassador, fronting a nationwide advertising and promotion campaign that will have Owl fans hooting.

Owl’s coffee craftsman has served up award-winning, Straits Asian heritage coffee since 1956.

It began by employing the traditional and time-treasured art and skill of roasting coffee beans and coffee powder. Within just a couple of years, Owl became one of Singapore’s most sought-after coffee brands, and it remains so today.

Owl has achieved this tremendous growth through dedication to perfecting and preserving the art of coffee making, resulting in time-tested and innovative recipes

which have earned Owl the titles of The Singapore Promising Brand Award, the Singapore Heritage Brand Award and the Singapore Superbrands Award.

Owl has also been constantly rewarded for maintaining high standards of food safety, manufacturing excellence and product quality.

Owl's commitment to manufacturing excellence and product quality has earned it the ISO 22000:2005 as well as the SGS ISO 9001:2008. In addition, Owl's high standards of food safety saw it receive the Hazard Analysis & Critical Control Point (HACCP) - Singapore Standard SS444:1998.

Just last month, Owl picked up its most current award – the Singapore Packaging Star Award (Commercial - Sales and Display) for Owl Kopitiam Roast from the Singapore Manufacturers' Federation.

It is with the same awards-winning dedication and passion that Owl's new inspired look and flavours were conceptualised.

Sherie Koh adds: "Owl is proud to be a favourite coffee brand which has won awards for the past 55 years. Throughout this period, we constantly challenge ourselves to rebrand, improve operations and service levels while enhancing our product offerings to better serve our customers in this ever changing marketplace.

"We believe that our new look would appeal to coffee lovers of all ages. More importantly, our coffee craftsmanship remains of the highest quality, ensuring that every Owl cup of coffee lives up to our 'Time-Tested with Pride' tag."

"We are also proud to have a talented artiste like Jeanette Aw to endorse our brand."

Owl International today exports its products globally, serving consumers in countries such as China, the United States, Mongolia, Maldives, Indonesia, Iran, Canada, Taiwan, Australia, the United Arab Emirates and Malaysia.

For a complete taste of Owl's new look and product offerings, kindly refer to the Owl Brochure attached.

For more information, kindly contact **MNC Group**, PR consultants for Owl.

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