



30 April 2015

FOR IMMEDIATE RELEASE

**CAFÉ DE CORAL GROUP SIGNS A COMPREHENSIVE FRANCHISE AGREEMENT
WITH SAINT MARC HOLDINGS CO., LTD
BRINGING “KAMAKURA PASTA” TO HONG KONG**

Café de Coral Group today (30 April) announced that it has signed a comprehensive franchise agreement with Saint Marc Holdings Co., Ltd (Saint Marc) from Japan to bring its popular restaurant brand *Kamakura Pasta* to Hong Kong and Guangdong province. The agreement marks the Group's further development in bringing attractive and renowned overseas brands to its key markets.

Sunny Lo, Chief Executive Officer of Café de Coral Group and Naoyuki Katayama, the founder and Chief Executive Officer of Saint Marc Holdings Co., Ltd have recently signed the agreement in Japan. Under the agreement, Café de Coral Group will have the rights to open restaurants under the *Kamakura Pasta* brand in Hong Kong and Guangdong province, allowing customers to savour the delicious pasta in a pleasant and comfortable dining environment of a restaurant in Kamakura style.

Mr Lo said, “Café de Coral Group is honoured to enter into an agreement with Saint Marc to launch its pasta restaurant allowing the Group to enhance further its presence in the market of Japanese style delicacies. Saint Marc is dedicated to offering a pleasant dining experience to customers by offering delicious food, pleasant ambience and quality services. This shares the same business philosophy with us.

“Established in 1989, Saint Marc owns 14 brands with over 850 restaurants in Japan. *Kamakura Pasta* also runs outlets in Mainland China which are very popular among local people. We look forward to working closely with Saint Marc to tap into the Japanese food market in Hong Kong and Guangdong.”

Mr Katayama also said, “It's very fortunate for us to have met this wonderful partner with whom I can share my philosophy - that is the purpose of business is to contribute to the local community through customer satisfaction - and I am very happy to be able to be part of this to contribute to these new regions and communities where our new partner will develop our concept.”

Kamakura Pasta offers fresh daily-made high quality wheat pasta which will just be cooked upon customer's order to maintain its chewy texture. Another signature food item is the freshly baked croissant. The bread is baked every 10 minutes in a far infrared steam oven which can result in crispy and a layered and flaky texture. It is a perfect combination with pasta.

Café de Coral Group aims to open its first franchised store of *Kamakura Pasta* in Hong Kong in the first year and has a gradual expansion plan for the brand in the coming years.



Kamakura Pasta offers fresh daily-made pasta with more than 40 choices



Decorated in a Kamakura style, *Kamakura Pasta* is especially popular among young customers for gatherings

High resolution photos can be downloaded from the following link from now until 10pm, 31 May:

<ftp://220.241.37.210/FTP>

Login: ccd

Password: ccd2014

About Café de Coral Group

Café de Coral Group was incorporated in 1968 and is now one of the world's largest restaurant and catering groups. It engages in diversified businesses including quick-service restaurants, specialty restaurants, institutional catering, student catering, food manufacturing and distribution with more than 460 operating units in Hong Kong, Mainland China and Macau. Brands under the Group include Café de Coral fast food, The Spaghetti House, Oliver's Super Sandwiches, spaghetti 360°, Cooking MaMa 360, Café 360, Super Super Congee & Noodles, Mixian Sense, Mixian Site, Asia Pacific Catering, Luncheon Star, espressamente illy (Hong Kong), Shanghai Lao Lao, Ichigyo Sushi, Lane Noodles, Just About Food, The Cup (Hong Kong) etc.

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