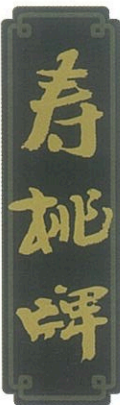


中華麵食專家



THE MARKET

Approximately six billion people throughout the world love noodles, whether in the form of macaroni, soba, udon or instant noodles. And in Hong Kong, the humble noodle has been elevated to a staple foodstuff present in the diet of almost all of its seven million inhabitants.

Produced by the Sun Shun Fuk Company Ltd, Sau Tao has been manufacturing oriental noodles since the 1960s and now produces a wide range of products that appease the discerning palates of Chinese people all around the world. The company has been the leading player in Hong Kong's oriental noodle retail market for some time and has boasted double-digit percentile growth for more than five years.

Sau Tao has long demonstrated a true innovative spirit that sits well with the culinarily adventurous people of Hong Kong. Not only has the company been responsible for introducing such delights as the Oriental Cup Noodle *Noodle King* to the instant noodle market, it has also launched several attractive, upmarket gift sets such as the Abalone Noodle and Shrimp-egg Noodle Gift Boxes, which took the market by storm when they first came out in 1990.

But far from being simply a local leader, Sau Tao has been actively expanding its scope to explore overseas regions and markets. Today Sau Tao noodles can be found in over 100 markets around the world including the US, Canada, Europe and Australia.

ACHIEVEMENTS

Aside from Sau Tao's outstanding reputation among noodle fans, the company has also been given many local industry accolades. In 2000, Sau Tao was honoured to receive a Hong Kong Top Ten Brandnames award from The Chinese Manufacturers' Association of Hong Kong, which is one of the most coveted prizes in town when it comes to marketing and branding excellence. In the same year the company was presented with a ParknShop Fresh Check Food Safety Award Certificate, guaranteeing the quality, freshness and flavour of all of its products.

Sau Tao is also proud of its accomplishments in terms of the original products it has introduced to the market over the years. For example, Noodle King was responsible for a breakthrough in the

中華麵食專家



Oriental Noodle Expert

way noodles are made and preserved, and the new process successfully transformed the fresh Hong Kong Style 'wonton' noodle into an instant non-fried dry noodle which extended its lifetime considerably.

HISTORY

Sun Shun Fuk was established in 1960 on Cheung Chau, one of Hong Kong's outlying islands, by founder Cheng Yiu Pang, who possessed a vision to create the tastiest noodles of the highest possible quality, and his company has come a long way over the years.

In the 1970s the local market became very competitive due in large part to the introduction of Japanese instant noodles. Despite this Sun Shun Fuk rallied on, gaining a loyal following of customers along the way and by 1985 the company had secured its place in the market sufficiently to officially register the brand name Sau Tao.

The following year Sau Tao launched the first of its revolutionary products. The oriental noodle with soup-

based flavouring took Hong Kong by storm and led the way for a multitude of copycat products from other companies. Over the following years the company introduced several different varieties of noodles flavoured with everything from chicken to spicy beef to seafood, all of which were extremely well received.

Never one to rest on its laurels, Sau Tao continues to create sumptuous snacks and wholesome noodle meals. The company's dedication pays off with ground-breaking products such as the Oriental Cup Noodle –



Noodle Production in the 1960s

Noodle King (thick), which was launched in 2003 and marked a global first.

THE PRODUCT

Renowned throughout the world, today Sau Tao offers over 500 different kinds of oriental noodle products based on styles from all over China. The oriental noodle with soup-based flavouring remains the most popular, due largely to a simple cooking procedure that makes them easy to prepare, which in turn encourages consumers to eat oriental noodle. This increase in varieties has expanded Sau Tao's share of the oriental noodle market in Hong Kong and Asia. Most of the products are non-fried and low fat, making them a much healthier option than traditional instant noodles.

In addition, Sau Tao has revitalised the traditional image of oriental noodles by introducing fashionable packaging, including special gift selections that have proven very popular during traditional festivals.

RECENT DEVELOPMENTS

Sau Tao has worked hard over the years to extend its product range, and it develops at least five new products annually. But the brand's expansion is not limited to its product line. As part of its efforts to become a globally-recognised expert when it comes to oriental noodles, Sau Tao has also been moving towards expanding its international presence. In particular it has been exploring the mainland, where Sau Tao products are now distributed in all the major supermarkets. In addition, Sau Tao has been spreading the culture and traditions associated with oriental food and eating habits to Western countries.

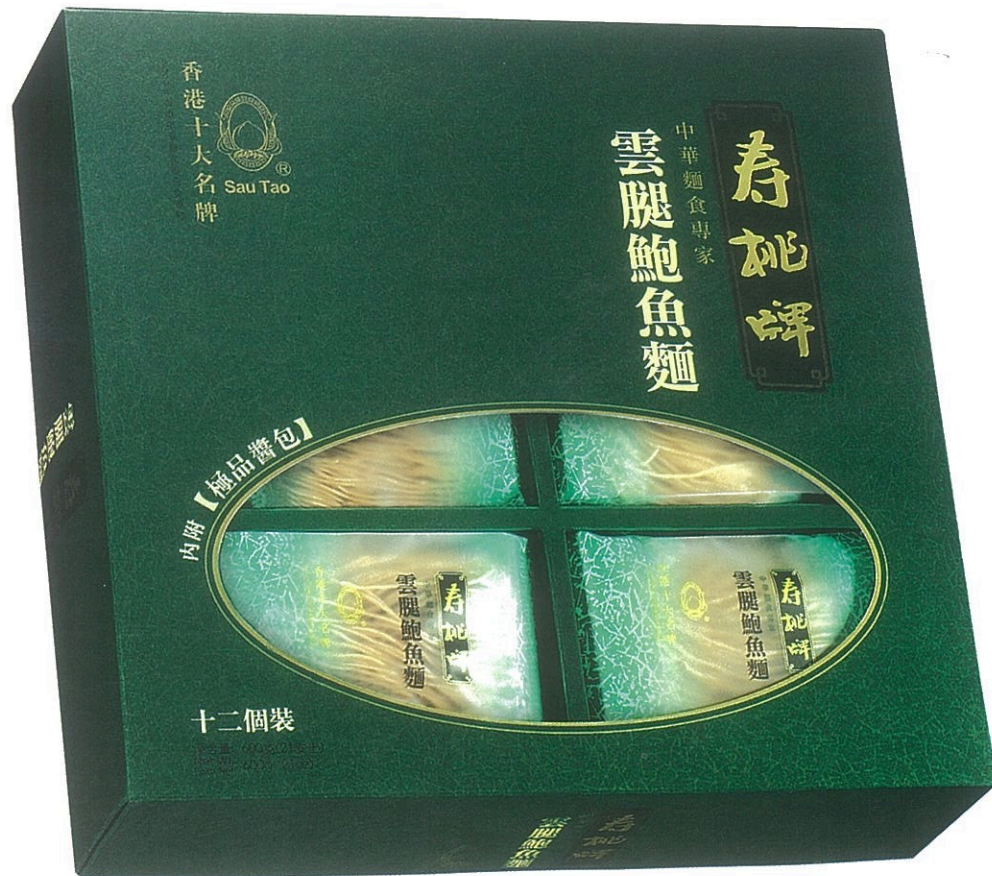


Sau Tao Noodle King (Thick)

PROMOTION

Sau Tao positions itself in the market as the leading provider of instant noodles and prides itself on the fact that it provides a wholesome, healthy alternative to other products in the same genre. It gets its message across with an equally vigorous advertising campaign based on television, print and outdoor media advertising that has served to generate the idea of Noodle King being for fit and active people. The company steps up its campaigns during festival periods by running television and print advertisements in an attempt to drive revenue associated with gift sets and generate consumer awareness.

In addition, the company runs regular in-store cooking demonstrations, designed to demonstrate just how simple and easy Sau Tao noodles are to



Sau Tao Gift Pack

make. These demonstrations have been held in supermarkets throughout the territory.

Sau Tao is also an active participant at local and international trade fairs, road shows and exhibitions such as Hong Kong Food Expo, Hong Kong Products Expo, Singapore Food Expo, IFE London and Fancy Food Show to name but a few. The company is a firm believer in using these avenues to bring its newest products to market.

Eager to give something back to the local community that has supported it so steadily over the years, Sau Tao regularly sponsors charities and non-profit organisations such as The Community Chest, The Hong Kong Society For The Aged and Trailwalker 2003 by Oxfam Hong Kong.

Other promotional campaigns have included consumer programmes such as lucky draws and scratch card games, which serve to keep

consumers actively involved with Sau Tao noodles.

BRAND VALUES

More than just a noodle manufacturer, Sau Tao strives to create the finest and healthiest noodles in town, modifying the basic product to be both tasty and convenient. Over the years it has matched its developments with the changing face of consumers, ushering in ideas such as instant, non-fried, and low fat noodles that cater to a more conscientious customer. The company has built a reputation as the "Oriental Noodle Expert" of the world, providing a wide range of products and catering to almost every taste.



Sau Tao Instant Noodle King (Bowl)

THINGS YOU DIDN'T KNOW ABOUT SAU TAO

- Sau Tao pioneered the gift box noodle, non-fried oriental instant noodle and bowl noodle
- Sau Tao products are distributed in over 100 countries around the world
- Sau Tao offers over 500 different kinds of oriental noodle based on styles from all over China. Most of the products are non-fried and low fat, making them a much healthier option than traditional instant noodles
- Sau Tao organises regular in-store cooking demonstrations designed to demonstrate just how simple and easy Sau Tao noodles are to make