

ApEX-PAL
INTERNATIONAL Ltd.



HEALTHY FOOD PROSPECTS!
HEALTHY

APEX-PAL INTERNATIONAL LTD.

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1 Raffles Place,
#49-00 OUB Centre,
Singapore 048616

Tel: (65) 6438 6629
Fax: (65) 6438 6639

www.apexpal.com

Mission

To be above the best food & beverage company globally.

Vision

To provide good quality food and excellent service at the best value.

Core Values - E.P.I.C.

Excellence is our minimum standard
Productivity in everything we do
Innovation to simplify and compete
Compassion to all



THE INNOVATIVE F&B PEOPLE

A HEALTHY RECIPE FOR SUCCESS

“Technology, health and affordability” are words usually not associated with the world of haute cuisine... but at Apex-Pal, these three essential ingredients are at the core of our success in the F&B business.

Since the opening of our first kaiten-style Sakae Sushi restaurant in OUB Centre, Singapore, in 1997, we have never looked back. The popularity and growth of Sakae Sushi in Singapore has served as a springboard for our expansion overseas. Our flagship Sakae Sushi brand can now be seen through franchise outlets in the region. Our success does not stop there

Having succeeded so resoundingly with Sakae Sushi, we have since introduced five other brands to broaden and strengthen Apex-Pal's business - Hibiki, Crepes & Cream, Uma Uma Men, Dining @ Sakae and Nouvelle Events.

With our innovative F&B concepts, we are poised for growth in the region and beyond.





GOOD PLACE VERY GOOD SUSHI



Sakae Sushi (Sakae means "growth" in Japanese) is the pioneer food and beverage brand of Apex-Pal International Ltd. With our first outlet established in the business district at OUB Centre in 1997, Sakae has been growing by leaps and bounds. Today, Sakae Sushi outlets can be found everywhere in Singapore and has over 20 conveniently located outlets where customers can choose to dine at.

Sakae Sushi is no ordinary sushi bar. Our seats are arranged all round an elliptical-shaped sushi counter. We pioneered the use of "Interactive Menus" built into each table seating; and recently, the use of portable hand held "interactive menus". Along with its intercom system and self service hot water taps, these innovations are integrated to provide customers with a fun, efficient and hassle-free meal at our restaurants.

Sakae Sushi, in Singapore, adopts a simple two tier price structure on its menu. Premium sushi, sashimi, and other Japanese favourites served on Red plates are priced at \$6.50 while all coloured plates are at \$1.90 each. Customers have over 100 varieties of sushi to select from altogether.

Sakae Sushi uses Vitamin E enriched rice to enhance nutritional value for the health conscious. Also, Sakae Sushi is the only sushi restaurant to implement such value.

As a testament to it's commitment to quality and customer service, Sakae Sushi was awarded the Singapore Promising Brand Award in 2003. The Sakae brand is not only here to stay, but to grow and offer it's customers a wider range than before.

Expanded menu in selected Sakae outlets includes Japanese Teppanyaki, Kaminabe and Yakimono to tickle the taste buds of Japanese food lovers throughout Singapore and beyond.

Sakae Sushi is currently operating in China, Indonesia, Malaysia, Philippines, Singapore and Thailand.

Good Quality, freshness and taste are our benchmark in achieving a high level of customer satisfaction as well as improving productivity.

Good Place, Very Good Sushi.



Hibiki Restaurant & Sake Salon

Hibiki describes a resounding sound; a resonance. Our aspiration for Hibiki is that its offerings would akin to its namesake, creating waves of resonance in our culinary landscape and memories. The Hibiki dining experience matches quality ingredients with tradition and imagination.

Hibiki offers discerning diners a taste of contemporary Japanese cuisine combining strong Japanese culinary traditions with the finest ingredients sourced from Japan and worldwide. With over 20 years of experience under his belt, Executive Chef Toshihiro Ueda (Tommy as his customers know him) heads the culinary team at Hibiki. Chef Ueda has cooked in Australian cities and international 5 star hotel restaurants.

Our guests dine amidst a sleek, modern interior that's simple yet cosy, allowing guests to mingle in fine food and company. In addition to teasing your palate with a range of inspired creations by our Executive Chef, Hibiki has an adjoining Sake salon where guests can choose from a well-stocked list of premium sake.

A select menu of Japanese style delicacies are also available from our kitchen for guests who wish to have accompanying snacks with their sake.

Hibiki is centrally located at The Legends Fort Canning Park amidst a lush, historical ambience that provides a respite from the city's crowd. While situated within the Club grounds, Hibiki welcomes both non-club members and club members. Our close proximity to the Registry of Marriages allows us an opportunity to offer newly-weds a unique reception that's elegant and contemporary.



Hibiki Restaurant & Sake Salon



Uma Uma Men, which means “Yummy Yummy Noodles” in Japanese, is actually the new baby of Apex Pal, “The Innovative Food People” who brought the popular conveyor belt sushi chain, Sakae Sushi and contemporary fine dining Japanese restaurant, Hibiki to Singapore.

True to Apex Pal’s spirit of innovation and efficient use of technology, Uma Uma Men, which serves freshly made Japanese noodles, is the first in Singapore to use a special noodle-making machine from Japan. The beauty of the semi-automated machines lies in its ability to transform fresh and natural ingredients into dough and then into different types of noodles - soba, ramen and udon - within a matter of minutes. The noodles are cooked and served immediately, thus capturing the essence of the ingredients and freshness in every strand of noodle.

The use of machines also ensures consistency in quality and taste. To replicate the exact taste of the noodles found in Japan, Apex Pal has gone to the extent of investing in another machine to transform the water in Singapore to that found in Japan.

Like Sakae Sushi, Uma Uma Men seeks to excite taste buds with healthy dining choices.

The restaurant’s modern, bright and lively interior, with strokes of orange tones, exudes the same fresh, healthy and fun appeal. With its open kitchen concept, customers are also treated to an exciting display of chefs making the noodles fresh before their eyes.



Pool all these factors together, coupled with its very attractive pricing of S\$7.00-\$10.90 per bowl of noodles, and you have a winning combination!



Crepes & Cream
"Our World of Crepes
& Cream: Puts You on
Top of the World!"



When you step into a Crepes & Cream outlet, awaken your senses to our restaurant wafting with the deliciously comforting scent of freshly made crepes! Welcome to our world of crepes and taste sensations!!

At Crepes & Cream, the emphasis is on constant creation of new crepes and desserts to tickle the palates of our customers.



The fashionable and stylish theme that resonates through our Crepes & Cream outlet appeals to young and hip customers.

Because of the versatility of Crepes & Cream's dining concept, the outlets can operate either as a restaurant, café or kiosk, depending on the locality and demand in the area.





MAKE YOUR FUNCTION A REAL EXPERIENCE WITH NOUVELLE EVENTS!

As a catering specialist, Nouvelle Event's key attraction is that it is the only caterer in Singapore that offers a unique kaiten (conveyor belt) sushi experience. Its patented portable conveyor belt, a Singapore Innovation Class award winner, was developed in house by the R&D team at parent company, Apex-Pal international.

With our chefs trained in International, Asian, Western and Japanese cuisine, you can be assured that every event we manage offers a mouthwatering and extensive menu. We not only offer you your very own kaiten sushi experience but also fresh made crepes and a selection of Bud's ice cream for a party experience your guests will talk about long after the event is over!

Nouvelle Events operates and manages F&B facilities and supplies some of Singapore's best restaurants and hotels with our fresh air-flown Norwegian salmon!

Established since 2001, we also operate a central kitchen which features a vertically and horizontally integrated operation for the processing of finished and semi-finished food products, food distribution and other related logistics services.



Dining @ Sakae



Dining @ Sakae is the exciting new addition to Apex-Pal International's growing list of F&B dining concepts. It is a one-stop culinary destination, bringing you the best of Japanese dining - exquisite sushi from the award-winning Sakae Sushi to freshly made noodles from its newest kid on the block Uma Uma Men (or "Yummy Yummy Noodles" in Japanese). With its aesthetically pleasing menu and hip and upmarket atmosphere, you will experience Dining @ Sakae like never before.

Not only is Dining @ Sakae a visually stimulating and full-sensory experience, it is also deliciously satisfying. You can select from an amazing assortment of about 200 items for complete Japanese dining, enlivened with unusual ingredients to liven the palate.

Like Sakae Sushi and Uma Uma Men, Dining @ Sakae continues the tradition of whipping up healthy dining options!



FRANCHISING FOR SAKAE SUSHI

The success of Sakae Sushi in Singapore has encouraged us to take it beyond local shores through direct investments, as well as a franchise system. Over the last 5 years, we have established franchise operations in Indonesia, Thailand and Philippines, and will continue to look out for committed individuals and organisations who share our ideals and core values.

Our numerous corporate achievements make us a strong and reliable Franchisor and partner. They testify to our ability to harness technology to create innovative ideas and solutions for our business such as the Patented Interactive Menu. The proprietary software is just one of the ways that shows how we constantly value add to the brand. As a Franchisee, you would also be assured to know that we have been certified as an On-The-Job training centre. Our modular training approach provides an effective training system that enhances the scalability of the business. More than just the training, our franchise system is a proven system given a vote of confidence with the Singapore Franchise Mark awarded by IE Singapore, SPRING Singapore and FLA in 2001. As franchisors, we provide franchisees with professional advice and support, initial training, on-site guidance and comprehensive operations manuals. Franchisees can also look forward to customised menu development and the sharing of publicity and marketing opportunities.

We welcome all franchising enquiries. To be part of our rapidly expanding global family, contact the Business Development Team at +65 6438 6629, or email to franchise@apexpal.com

