

## ANNOUNCEMENT

1<sup>st</sup> November 2018

### **COLLIN'S® clinched Winner - SPBA Established Brands Award 2018**



**(Singapore - 1 November 2018)** – COLLIN'S®, one of the subsidiary brands under SF Group Limited, celebrates being a winner again at the Singapore Prestige Brands Award (SPBA) this year! It is the second successive year COLLIN'S® has clinched this award.

Riding on the success of the previous year where COLLIN'S® won the SPBA – Most Promising Brands Award and Most Popular Promising Brand, it has also emerged as a Winner in the higher-tied category – Most Established Brands Award. Winning the award is an affirmation of the hard work and efforts by the entire team at COLLIN'S® the past year.

Expressing his joy on this milestone win, Mr Collin Ho, founder of COLLIN'S® and Group CEO, says, "This award is made possible by everyone in the COLLIN'S® family. In the face of our growing expansion plan, locally and overseas, the team has been working hard to realise COLLIN'S® potential. I am confident we are going to scale greater heights and celebrate many more memorable achievements to come."

Since its first foray into the local F&B scene in Singapore, COLLIN'S® has since expanded to 23 locations in 7 years. It is still very much at its infancy stage as it seeks to unveil 6 new exciting projects in the coming year. The projects are bound to excite consumers and raise the profile of the brand locally and regionally where it looks to capture the Muslim consumer sector with its inaugural Halal concept and its first two overseas outlets in two countries.

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