



For immediate release

Event : DANISH SELECTION Fruit Spreads Launch
Venue : Royal Copenhagen Tea Lounge & Restaurant
Date : 09 September 2008, Tuesday

DANISH SELECTION Fruit Spreads - is proud to announce its official launch in Singapore. Danish Ambassador to Singapore, **Ambassador Vibeke Rovsing Lauritzen**, was the Guest-of-Honour for the event. The launch was well-attended by a pleasant variety of guests, ranging from press from various local media, chefs and representatives from local cafes, restaurants and supermarkets, representatives from the Royal Danish Embassy of Singapore, as well as local celebrities such as Hossan Leong.

The event began with a heart-warming speech by Mr. Isaac Tan, the Managing Director of Kenweld Singapore. Mr. Lars Seeberg, the Export Manager of Danish Selection, who came all the way from Denmark to attend this special occasion, then shared interesting insights on Danish Selection. Our Guest-of-Honour, Ambassador Vibeke Rovsing Lauritzen, expressed how Danish Selection Fruit Spreads is the one thing in Singapore that feels and tastes like home. She is delighted to know that Danish Selection Fruit Spreads has finally made its way to Singapore.

Mr. Jason Quek, the Operations Manager of Royal Copenhagen, and Chef Norman, the Executive Chef of Royal Copenhagen, then invited the guests to a delicious brunch, courtesy of Royal Copenhagen and Danish Selection.

Favourite dishes included the Apple Tart (baked using Rosehip with Apple Danish Selection Fruit Spread), Viking Sausages topped with Lingonberry Danish Selection Fruit Spread, Orange Marmalade Sponge Pudding (made using Orange Danish Selection Fruit Spread), as well as Royal Copenhagen's brand new Blueberry Pie (made using Blueberry Danish Selection Fruit Spread). Cookie Jam Sandwiches were created on the spot by Chef Norman with the guests' personal favourite spreads.

Throughout the event, guests were invited to the blind tasting booths to taste and compare five different fruit spreads, where they had to pick their most favoured spread. Not surprisingly, every participant singled out Danish Selection Fruit Spreads as their favourite. Not only did the Danish Selection Fruit Spreads have the most favoured fruit pieces and texture, it did not have the artificial taste that the other spreads possessed.

All in all, the launch was a great success. Everyone was delighted to try the different creations made with Danish Selection Fruit Spreads and left satiated, with goody bags from Danish Selection and Royal Copenhagen.

In Singapore, Danish Selection Fruit Spreads is exclusively distributed by Kenweld Singapore Pte Ltd. Danish Selection Fruit Spreads are now available in leading supermarkets such as Cold Storage, Jason's Market place, NTUC, Takashimaya Food Hall, selected Shop n Save outlets and premium specialty stores island-wide. By the end of October 2008, Danish Selection Fruit Spreads will also be available at Isetan Supermarket, Giant Hypermarket, Royal Copenhagen Tea Lounge & Restaurant and Cosafé Maid Bar and Restaurant.

Kenweld Singapore would also like to give special thanks go to Royal Copenhagen for joining them as the event partner of the Danish Selection Fruit Spreads launch.



High resolution images from the event are available in the CD-ROM enclosed.

For more information on retail distribution of Danish Selection products, please contact:

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Royal Copenhagen special Danish Selection Brunch Menu



1. Cookie Jam Sandwich and Thumbprint Jam Cookies
All with Assorted
Danish Selection Fruit Spread Flavours



2. Orange Marmalade Sponge Pudding
Orange Danish Selection
Fruit Spread



3. Semolina and Jam Pudding
Orange Danish Selection
Fruit Spread

4. Viking Sausages:
Lingonberry Danish Selection Fruit Spread
(Picture unavailable)



5. Bake Well Tart
Raspberry
Danish Selection Fruit Spread



6. Scones



7. Mini Pancakes



8. Mini Crepes

Pair with Danish Selection Fruit Spread of your choice!



9. Roule Marquise
Raspberry
Danish Selection Fruit Spread



10. Blueberry Pie
Wild Blueberry
Danish Selection Fruit Spread



11. Apple Tart
Rosehip with Apple
Danish Selection Fruit Spread



12. Raspberry, Strawberry, Rhubarb-Strawberry



13. Danish Selection Fruit Spreads



14. Orange, Rosehip with Apple



15. Ambassador Lauritzen Speech



16. Mr. Lars Seeberg Speech



17. Mr. Isaac Tan Speech



18. Chen Ing Hui, K.C. Tham, Katherine Ong



19. Chef Norman



20. Chef Norman, Floyd Tan, Milton Wee, Richard Tan



21. Hossan Leong- Power 98



22. Paul Carr- Paul Carr Consultancy



23. Shirley Yong-Ng, Are Nakkim, Jasmine Lee, Charles Chen



24. Chef Norman



25. Jason Quek, Ambassador Vibeke Lauritzen, Lars Seeberg, Chef Norman, Isaac Tan, Martha Tan

Photographs courtesy of Kenweld Singapore taken by Hendrix.



26. The Royal Danish Embassy Team



27. Jason Quek, Melanie Chua, Lynette Tan, Ruth Tan, Tessa Shaw



28. Royal Copenhagen Team



29. Lars Seeberg, Anita Tan, Martha Tan, Isaac Tan, Jason Quek



30. Lim, Isaac Tan, Lars Seeberg, Martha Tan



31. Representatives from NTUC Fairprice



32. Catherine Ng- Affluent



33. Lars Seeberg, Martha Tan



34. Hossan Leong- Power 98

Photographs courtesy of Kenweld Singapore taken by Hendrix.