



肉骨茶·油条·豆浆
OLD STREET BAK KUT TEH

Franchise Prospectus



Bak Kut Teh is a local Chinese dish. At its simplest, the name literally translates from Hokkien dialect as “meat bone tea”, and it consists of meaty pork ribs simmered in a complex broth of herbs and spices. Despite its name, there is in fact no tea in the dish itself; the name refers to a strong Chinese tea which is usually served alongside the soup in the belief that it dilutes the copious amount of fats consumed in this pork-laden dishes.

A popular dish that we'll enjoy both by the young and old customers. Satisfying consumer expectations for delicious tasting pork that is tender and juicy is a high priority to our customers. To ensure consistent quality of our pork products every time, fresh pork has been carefully selected. A quality that we are dedicated to fulfill for many generations to come.



老肉骨茶·油条·豆浆

“我来自新加坡”

老街肉骨茶的故事

肉骨茶是新加坡一道经典名菜。相传19世纪中，华南一代贫苦农民为了摆脱困苦的生活，纷纷外出讨生活。19世纪末正是西方殖民国家加日中天的时代，他们大量在东南亚一带的国土修铁路造工厂，需大量廉价劳动力。当时华南不少农民就此渡海到南洋一带做苦力，中国第一代华侨就是这样诞生的。可怜当年华工远隔家乡来到气候酷热的南洋，在南洋深山老林里伐木筑路，因气候炎热每年又都有漫长雨季，这里终年弥漫着一种瘴气，严重危害着华工的健康。为了恢复体力，增加抵抗力，贫苦的华工唯有求助老家的汤文化来进补。他们买来大量廉价的丁香、八角、当归、胡椒等中药香料与猪骨一起熬汤。一顿滚烫的汤下肚，饮得浑身大汗淋漓，湿气也随之排出，然后再喝上一壶浓浓苦苦的功夫茶收口，顿觉轻松爽心，肉骨茶之名，也因此而起。

STORY OF OLD STREET BAK KUT TEH

Bak Kut Teh is one of Singapore's most popular local dishes which tourists have to try when they visit. It is said that this dish originated from the mid-nineteenth century by a group of poor peasants who arrived in Singapore from Southern China who were seeking a better life. During that time Singapore culture was heavily influenced by the West which resulted to numerous railways and factories being built. The many farmers from Southern China who were living in the Nanyang as coolies were recruited to help these projects at a low cost. These farmers were thus the first generation of Chinese nationals overseas. Their job scopes when they were away from home in Nanyang included them having to log timber and build roads in the tropical climate all year round. The strenuous labour and weather conditions resulted in the Chinese labourers becoming vulnerable to catching a chill and falling ill. In efforts to restore their physical strength and increase their bodies' immunity, the Chinese labourers adopted the concept of soup eating as a tonic to improve their physical conditions. Despite the limited ingredients that were available to them, they managed to brew a delicious pork ribs soup through stewing garlic cloves, star anise, angelica, pepper and other herbs and spices with pork ribs. At the end of each day, the labourers would come together to drink this hot soup before ending the meal with a kettle of fragrant tea. This is how the Bak Kut Teh was derived as Bak Kut means pork ribs and Teh means tea. This combination nourished the labourers and ingrained them for another day.

胡椒的功效与作用

胡椒气味芳香，是人们生活的必需品，胡椒大部分都生长于高温和长期湿润的南方地区，充分吸收了南方的阳光之气，因此温中散寒止痛的作用很强。胡椒的主要成分是胡椒碱，也会含有一定的芳香油、粗蛋白、淀粉及可溶性气，具有去腥、解油腻、助消化的作用，其芳香的气味能令人们胃口大开，增进食欲。胡椒性温热，善于温中散寒，对味寒所致的胃痛冷痛，那吗凉泻都很好的缓解作用。胡椒加入有非常丰富的胶原蛋白大骨上汤可养颜健身，是人们每天生活的必需品，你今天喝了吗？

PEPPER POWER

Pepperorns are widely believed to be the most commonly used culinary spice in the world. Other than being used to preserve food, it is also used in herbal medicine. Pepper not only provides excellent flavour for any dish, but it has several health benefits as well. Adding the king of spices to your diet could help promote weight loss, aid in digestion, relieve coughs and colds, increase metabolism and treat skin problems.

Have you drank it today ?



Our Story

Founded in 2010, Old Street pride itself to be the local specialist in the well-loved traditional herbal pork ribs soup. Its unique East meets West approach, with its own special creation like the Old Street Dry Bak Kut Teh, freshly made You Tiao, modular extendable table with induction hot plate and iPad ordering system, not only differentiated itself from competition, but also offer consumers a taste and dining experience like never before.



In 2010, Jason Lim, Managing Director of Old Street Group, who has over 20 years of experience in the F&B industry, founded Old Street Bak Kut Teh and redesigned the entire consumer taste experience by introducing a healthier non oily recipe, freshly made You Tiao and specially created Dry Bak Kut Teh, at their flagship outlet in Singapore, located at 129 Upper Paya Lebar, which is still operating at its original location. He also introduced unique pairing with soy milk, for the younger consumers who do not drink as much tea as the older generation.

Jason, soon spotted a gap in the F&B market and Old Street opened their second outlet at West Gate in 2013, becoming the first Bak Kut Teh brand to move into the shopping malls of Singapore, where younger consumers love spending quality time with family and friends. To capture the hearts of the younger consumers, he came up with the East meets West concept of combining traditional Bak Kut Teh with high technology ordering system using the iPad. Not only cutting down food order waiting time, accuracy in processing orders, but also significantly improving productivity, as staffs can then just concentrate on providing quicker and more attentive service to patrons.



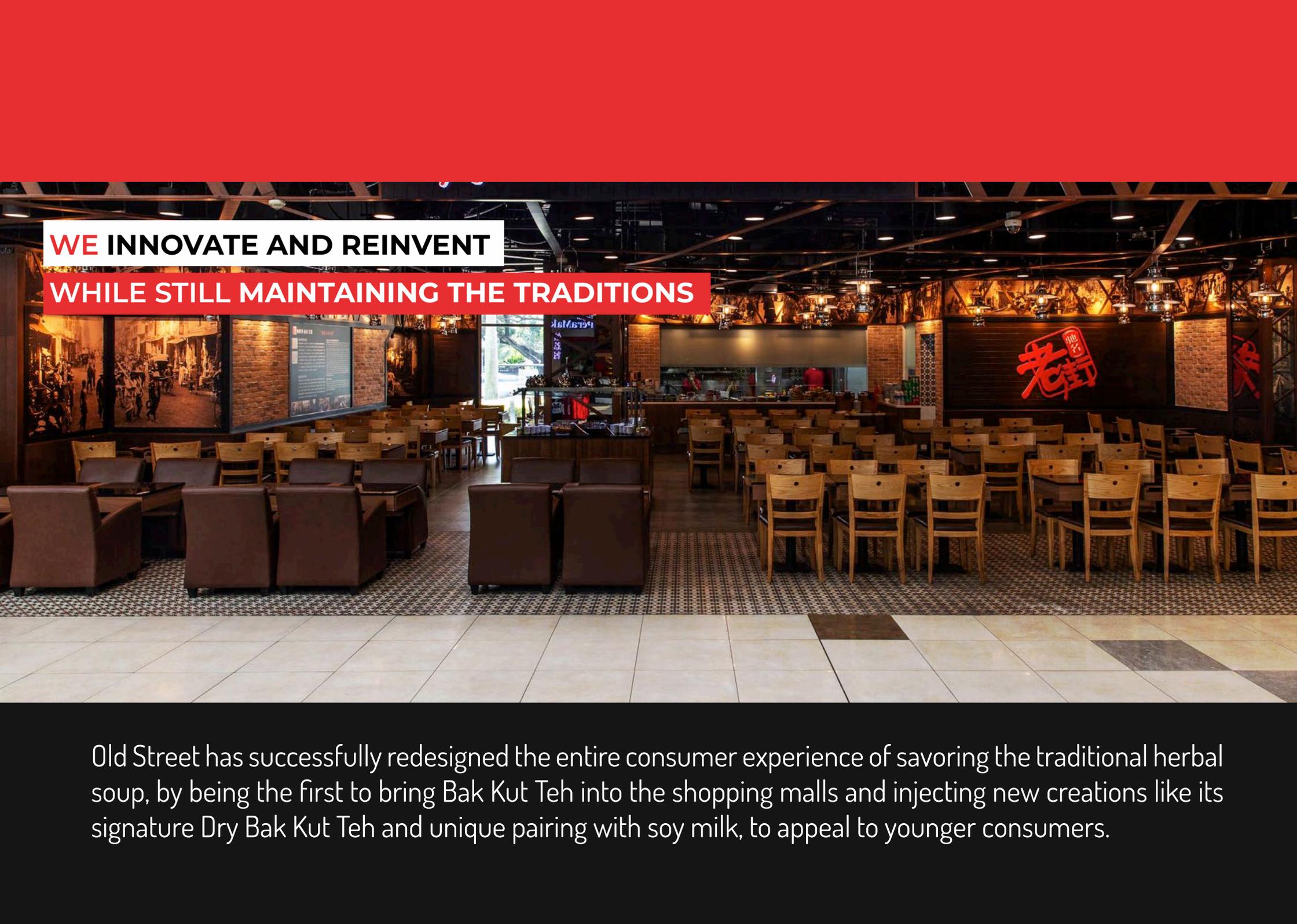
Mr. Jason Lim
Managing Director
Old Street Group

Our Growth

Old Street has now become the largest Bak Kut Teh chain in Singapore, with 18 outlets all around the city-state, many which are located within shopping malls scattered across the island. There are also 3 outlets in Indonesia, 1 outlet in China, and 1 outlet in Thailand (opening April 2019). These 23 outlets are all wholly owned and operated by Old Street. There are plans to introduce this unique Southeast Asia's comfort food to the discerning Chinese consumers in other parts of the world including the USA and Europe, bringing Chinese culture and heritage from the old streets of Singapore to the modern cities around the world.



Mr. Jason Lim receiving the prestigious EY Entrepreneur of the Year (Singapore) Award

The image shows the interior of a restaurant named 'Old Street'. The space is filled with wooden tables and chairs, arranged in a grid-like pattern. In the foreground, there are several brown leather armchairs. The background features a kitchen area with a counter and a menu board. The walls are decorated with brickwork and framed historical photographs. A prominent red sign with white Chinese characters is visible on the right wall. The ceiling has exposed wooden beams and modern lighting fixtures. A red banner at the top of the image contains white text.

WE INNOVATE AND REINVENT

WHILE STILL MAINTAINING THE TRADITIONS

Old Street has successfully redesigned the entire consumer experience of savoring the traditional herbal soup, by being the first to bring Bak Kut Teh into the shopping malls and injecting new creations like its signature Dry Bak Kut Teh and unique pairing with soy milk, to appeal to younger consumers.

The Traditional Flavors



Pork Rib Mee Sua



Pig's Liver Soup



Pig's Kidney Soup



Braised Pig's Intestines



Signature Original Bak Kut Teh



Premium Ribs Bak Kut Teh



Braised Peanuts



Braised Eggs



Beancurd



Seafood Bak Kut Teh



Frog Bak Kut Teh



Braised Pig's Trotters



Dry Pig's Knuckles



Signature Dry Bak Kut Teh



Combo Mix Bak Kut Teh



Seafood Bak Kut Teh Porridge



Laksa Bak Kut Teh



Braised Chicken Feet

Some of our unique creations

Brand Positioning

Old Street has a unique brand positioning as the only Bak Kut Teh with an East meets West approach, serving traditional pork ribs soup in shopping mall environment to a wider target market, the younger consumers. Old Street is also the pioneer Singapore Bak Kut Teh Brand to expand overseas, bringing this nostalgic Singapore dish abroad.

Besides being the first (in Singapore) to bring Bak Kut Teh to the shopping malls, Old Street is also the FIRST in the followings:

- 1.) First to introduce iPad ordering with induction hotplate for each table, among its competitors
- 2.) First to have modular extendable table in the F&B market (in Singapore)
- 3.) First to introduce its own creation of Dry Bak Kut Teh and many other unique dishes
- 4.) First to introduce unique pairing with soy milk and beancurd
- 5.) First to make You Tiao (fried dough sticks) freshly on the spot daily
- 6.) First to have a self-service condiments island for customers to enjoy free flow of condiments



Brand Positioning

Old Street promises to serve authentic flavors that bring consumers back to the old streets of Singapore. Old Street has successfully done that by bringing the brand into shopping malls of Singapore and being more accessible to consumers. Both the taste and environment of the old streets of Singapore are being replicated with a modern twist, to create wow factors to attract younger consumers. Old Street is also expanding this truly Singapore brand globally, extending their reach to Chinese consumers around the world.

Bak Kut Teh is a traditional dish well-loved by consumers in and around Asia, and being the only major Bak Kut Teh player in the shopping mall environment, puts Old Street in a great advantage. Plus, there is almost no competition when it comes to craving for this cuisine while in a comfortable environment. Old Street delivers authentic taste by sourcing for the freshest ingredients, using healthier non-oily recipe, and You Tiao that are freshly made daily, by our dedicated team of chefs.

Besides desiring authentic tastes, consumers today also expects faster service and an enjoyable dining experience too. Old Street's innovative approach to self-service iPad ordering, and free flow condiments island, puts control in the hands of the consumers. Staff can now concentrate on just serving the dishes and offering free flow topping-up of soup broth to the patrons. Old Street's cleverly designed modular extendable table equipped with hot plate, is the first in the F&B market in Singapore. This innovative addition to the dining table allows for fast turnaround during peak dining hours, greatly reducing patrons' waiting time and reducing angst for dining decisions at Old Street.



Brand Positioning

Old Street branding is consistently applied throughout all communication touchpoints to build strong brand recognition and aid brand recall. Below are some of the communications touch points Old Street has currently:

- 1) Dedicated Facebook and Instagram Page
- 2) Corporate Website
- 3) International Franchise and Trade Shows Participation
- 4) Flyers Distribution at Strategic Locations
- 5) TV Connect (Interviews and Features)
- 6) Radio Air Time (Adverts and Interviews)
- 7) Search Engine Optimization and Marketing (SEO/SEM)
- 8) Online and Print Advertisements
- 9) Various Features in Travel Websites, Awards & Accolades (TripAdvisor; Ctrip; Meituan, etc)
- 10) Corporate Branded Take Away Packaging
- 11) Standardized Outlet Interior Design



Our 10 Core Values

1. Modern yet deeply rooted in cultural values
2. Serving authentic Bak Kut Teh with a modern twist
3. Customers satisfaction is key
4. A place where customers enjoy spending time bonding with friends and family
5. Close to the hearts of the customers
6. Innovating new ways of presenting and serving traditional Bak Kut Teh
7. Team is everything
8. Leadership by example
9. Embracing technology
10. Presenting “Made in Singapore” brand to the world



Motivated business entrepreneurs may encash on our experience to follow suit and take on 'Old Street Bak Kut Teh' to drive a thriving business venture in the food and beverage industry which is flourishing and promising in everywhere like never before



肉骨茶·滷味·豆豉
OLD STREET BAK KUT TEH

As a partner of Old Street Bak Kut Teh, you will be able to leverage on our extensive operating experience, tried-and-tested business model, and brand goodwill, to run your own sustainable and profitable restaurant.

KEY BENEFITS

- Established & Recognizable Brand
- Proven Business Model with Excellent Profit Potential
- Streamlined & Successful Operating System
- High Quality & Great Tasting Products
- Realistic Initial Investment
- World Class Partner Support & Business Consulting
- Operating within a Growing & Sustainable Marketplace
- Grow a Multi-Store Operation
- Build a Valued Asset

Pre-Opening Support

Site Selection & Interior Design

Restaurant interior and kitchen design and consultation to establish brand identity and achieve business efficiency.

Training & Consultation

Customised and comprehensive training programmes, including on-the-job training in our Singapore outlets.

Procurement

Sourcing and procurement consultancy.

Marketing & Promotion

Assist and provide consultancy in developing marketing campaigns and building a brand identity.

Recruitment

Human resource consultancy to identify key staff.

Operational Support

System, Procedures & Processes

Comprehensive operation manuals to help you run your business.

Research & Development

Continuous innovation and development of new or existing products and services to keep your concept fresh and relevant.

Quality Control

Review of operational process to ensure optimum operational performance.

Global Marketing Support

Marketing campaigns and promotional materials to help you achieve higher sales and revenue.

Old Street Bak Kut Teh Franchise Program

The Process / Steps Ahead Brief Overview

1

Express Interest

1. Submit Franchise Application Form (Online)
2. Brief Interview and Intro by Old Street Team - Prospect receive corporate information and franchise program details

2

Evaluation Process

1. Sign and submit Mutual Non-Disclosure Agreement
2. Provided with Overview Deal Fact Sheet
3. Due Diligence by Prospect; and submit detailed Franchise Application Form
4. Financial Modeling & Analysis by Old Street
5. Prospect to prepare business plan and present to Old Street

3

Documentation

1. Sign and Execute Letter of Intent and pay Deposit
2. Franchise Contract Review
3. Sign and Execute Franchise Contract
4. Make first payment

4

Execution

1. Site Evaluation and Selection
2. Local vendors acquisition
3. Franchisee Training
4. Pre-opening preparations
5. Franchisee Opening

View Franchise Introduction Video



For franchising/partnership information and details,
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