



PRESS RELEASE

Wellcome Publishes Fruit Recipes for Charity to Promote Healthy Living *Supporting the 7th "Beat the Banana! Charity Run"*

(Hong Kong, 23 February, 2012) We've all heard of the saying "you are what you eat" but have you ever stopped to think how true that is? Put simply, eating a healthy diet with a variety of fruit and vegetables is essential to maintaining overall wellbeing. Wellcome is helping to get this healthy message across by publishing a fruit recipe booklet as part of its efforts in support of World Cancer Research Fund Hong Kong (WCRF HK)'s annual "Beat the Banana! Charity Run" to be held next Sunday on 4 March 2012. In addition, Wellcome has a vast range of in-season fruits to boost consumers' fruit intake and to get them started on a healthy eating diet.



Wellcome Rolls Out Healthy Fruit Recipes to Raise Awareness Of Cancer Prevention

The World Health Organization recommends eating at least five portions of fruits and/or vegetables a day. Eating a balanced diet that includes a wide range of fruit provides us with essential vitamins and nutrients such as Vitamin C, E and lycopene that can help reduce the risks of developing cancer as well as other chronic diseases.

To promote the health benefits of eating fruit, Wellcome has published a "Charity Recipe Booklet" which includes eight creative fruit recipes provided by World Cancer Research Fund Hong Kong and a 10% discount card for all fruits at Wellcome. The recipe booklet is available at any Wellcome supermarket across Hong Kong for just HK\$5 and all proceeds will be donated to WCRF HK to support its research and education works in cancer prevention.

Wellcome The Fresh Fruit Expert

Wellcome's Hong Kong based state-of-the-art Fresh Food Centre ensures that the fruit that reaches its shelves is of the highest quality and fresh. The fruit at Wellcome is

carefully selected and adheres to worldwide quality standards including the EUREGAP standards for production and HACCP standards in packaging houses to ensure the health and safety of its customers.

Together with the “Charity Recipe Booklet”, Wellcome also introduces its wide selection of fresh fruit available in stores, some of which have been featured in the recipes including their Korean strawberries, blueberries from Chile and the different types of bananas (See Appendix 1). These nutrient-rich fruits are a great addition to a healthy balanced diet.

Wellcome Supports the “Beat the Banana! Charity Run”

Along with a healthy diet, regular exercise is also an important element of healthy living. For the first time, Wellcome is sponsoring this year’s “Beat the Banana! Charity Run” in an effort to encourage more people to incorporate more fruit and exercise into their lifestyle and help WCRF HK raise vital funds for its cancer prevention research and education programmes. The 7th “Beat the Banana! Charity Run” will take place on 4th March, a contest where participants chase after a life-sized banana otherwise known as “the Banana Man” with the aim of beating it across the finish line. Winners of the Run will represent Hong Kong at the WCRF UK “Beat the Banana! Charity Run” in London or have a chance to take home Wellcome vouchers up to HK\$5,000.



Mr. Shane Bourk, Head of Fresh Food, Wellcome, will be the Banana Man for this year’s “Beat the Banana! Charity Run”. Mr. Bourk, an advocate of healthy living, has over 25 years of experience in buying fresh food. Not only is he and his family dedicated to following the “5 a Day” (five fruit and vegetables a day rule) but they are also passionate about sports and will make time every weekend for a family sports day. Mr. Bourk says, “Wellcome, as the fresh food expert, provides the freshest, high-quality fruit to Hong Kong customers so they can eat healthily. By supporting the “Beat the Banana! Charity Run” and donating all sales proceeds from the fruit recipe booklets for charity, Wellcome hopes to encourage customers to eat more fresh fruit, do more exercise and to live a healthier lifestyle.” More than 30 Wellcome staff have teamed-up to participate in the “Beat the Banana! Charity Run” to show their support.

To find out more about the 7th “Beat the Banana! Charity Run” and how they could sponsor and support the runners, please visit <http://www.wcrf-hk.org/> or call 2529 5025.

Special Red-Skin Banana Cooking Demonstration for Good Start On The Day

In line with “Beat the Banana! Charity Run”, Wellcome has a wide variety of bananas in store over this period, which includes Morado bananas and cooking bananas from the Philippines. From the 24th February to 26th February and 2nd March to 4th March, there will be cooking demonstrations and tasting booths for these bananas in the nine store locations (See Attachment 2).

Fruit	Product Features	Suggested Cooking Methods
Philippines Morado Banana	Morado bananas have cream coloured to light pink flesh. It is sweeter and softer than the yellow-skin ones and has a taste of raspberry and banana.	Besides eating on its own, it can be enjoyed in desserts or salads, or it can even be baked.
Philippines Cooking Banana	As it ripens, the white flesh becomes long and rectangular, which is the best time for cooking.	It can be enjoyed as a fresh fruit or it can be cooked before eating.

About Wellcome

Founded in 1945, Wellcome is Hong Kong’s largest and longest established supermarket chain. Since 1964, the company has been wholly owned by Dairy Farm. With a staff of around 5,000, Wellcome’s network of over 260 stores in Hong Kong serves more than 14 million customers every month. Wellcome is committed to maintaining its market-leading position by providing one-stop shopping convenience to customers and consistently delivering value for money through friendly service. Wellcome will continue to improve their shopping experience, provide more value-for-money products and even better service for their customers. Please visit <http://www.dairyfarmgroup.com> or <http://www.wellcome.com.hk> for more details.

For media enquiries, please contact:

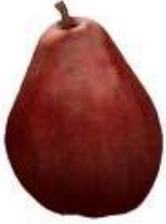
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Attachment 1:

	Fruit	Product Features	Healthy Tips
	<p>Bananas from the Philippines</p>	<p>Bananas are one of the healthiest snacks that are available all year round!</p>	<p>Bananas are rich in vitamin B6 and tryptophan, which are shown to increase mood-modulating serotonin level in your blood and in turn can help improve your mood!</p>
	<p>Mini Bananas from the Philippines</p>	<p>These bananas are smaller in size and are suitable for people who have a small appetite</p>	
	<p>Bananas from the Highlands in the Philippines</p>	<p>These bananas are naturally grown from the Highlands in the Philippines. The sweet flavours of these bananas are enhanced by the extreme temperature difference between day and night.</p>	
	<p>U.S. Red Anjou Pears</p>	<p>Sweet and succulent when ripe, the red Anjou pear has a refreshing sweet flavour and its flesh is juicy with an aromatic scent.</p>	

	<p>Vietnamese Dragon Fruit</p>	<p>Sweet in flavour</p>	<p>Dragon fruit are rich in dietary fibre, which promotes peristalsis and maintains the health of the digestive system. Half of a medium-sized dragon fruit provides you with 3 grams of dietary fibre. In addition to making salads, dragon fruits can be used in a stir-fry or fruity rice-rolls.</p>
	<p>Red Grapes</p>	<p>Juicy and sweet</p>	<p>Grapes are a source of resveratrol - antioxidants that may protect your cells against damages caused by free radicals. Resveratrol is mainly found in the skin and seeds of grapes. Eating grapes with the skin intact can boost your resveratrol intake.</p>
	<p>South African Green Seedless Grapes</p>		
	<p>Cherry Tomatoes</p>	<p>A healthy snack choice</p>	<p>Studies show that eating food containing lycopene such as cherry tomatoes, tomatoes and other tomato products help prevent prostate cancer. Lycopene in cooked food can be absorbed more easily.</p>

	<p>Korean Strawberries</p>	<p>Enjoy these seasonal, sweet, juicy and succulent strawberries fresh from Korea. They are great to have as is or in desserts.</p> <p>The strawberries are picked by professionals for the best quality fruits.</p>	<p>Strawberries are rich in Vitamin C, which is important for your skin and bones. It also helps the body absorb iron. Five large strawberries can provide you with the vitamin C you need for the day.</p>
	<p>Blueberries from Chile</p>	<p>These berries are very juicy, and have the perfect balance of sweetness and acidity.</p>	<p>The anthocyanin in blueberries are antioxidants, which are good for eye-health.</p> <p>Treat yourself with a tasty healthy sweet by serving fresh blueberries with low-fat yoghurt.</p>
	<p>U.S. Red Apples</p>	<p>With a crisp peel and crunchy bite, these make a great healthy snack.</p>	<p>Apples are rich in fibre. Eating a medium-sized apple with skin provides you with 4.4g of fibre and anti-oxidants such as polyphenols (i.e. epicatechin and procyanidin)</p>
	<p>Extra Large Sunkist Oranges from the U.S.</p>	<p>Directly imported from USA, tightly monitored by professionals to ensure sugar and acidity levels are optimal.</p>	<p>In addition to vitamin C, oranges are also a good source of folate, which is important for development of neural tube in foetus, as well as preventing anaemia.</p>

Attachment 2:

The Philippines Morado Bananas and Cooking Bananas will be available at the following nine stores:

Cooking demonstrations and tasting booths	Store Address
24 th – 26 th February	Mei Foo Wellcome Superstore G/F, No.69-71, Broadway Street, Mei Foo Sun Chuen, KLN
	Metrocity III Wellcome Superstore Shop No 132, 132A & 133-134, Level 1, Metro City Phase 3, The Metropolis, 8 Mau Yip Road, Tseung Kwan O, NT
	Causeway Bay Wellcome Superstore 25-29 Great George Street, Causeway Bay, HK
	Sceneway Plaza Wellcome Shop 2F Level 4, Sceneway Garden, No. 8 Sceneway Road, Lam Tin, KLN
	Lei Yue Mun Plaza Wellcome Superstore Shop 123-124, Level 1, Lei Yue Mun Plaza, Lei Yue Mun Estate, Yau Tong, KLN
2 nd - 4 th March	Discovery Bay Wellcome Superstore Shop No. G11, G/F Block 6, Discovery Bay North Development, Discovery Bay, Lantau Island
	Sunshine City Wellcome Superstore Shop 3066, Level 3, Sunshine City Plaza, 10 On Luk Street, Ma On Shan, NT
	Westwood Wellcome Superstore 3/F The Westwood, 8 Belcher's Street, HK
	Sai Kung Wellcome Superstore Shop A & B, 1/F Sai Kung Garden, 16 Chan Man Street, Sai Kung, NT