

MEDIA RELEASE

Enterprise Singapore extends Food Delivery Booster Package for one more month until 15 July 2021; seven more partners on board

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1. Enterprise Singapore (ESG) will extend the [Food Delivery Booster Package](#) by another month to provide more support for Food & Beverages (F&B) businesses to diversify operations through food delivery¹. Seven new partners have also been brought on board – food delivery platform Bungkus, and third-party logistics players Chope, GrabExpress, pandago, DLVRD, Milkrun and YY Circle. This brings the total number of partners supporting this initiative to 13.
2. The booster package defrays part of food delivery costs via food delivery platforms and third-party logistics partners for transactions made between **16 May to 15 July 2021**. This will support F&B businesses as we gradually move back to Phase 3 (Heightened Alert) and encourage them to continue with food delivery sales in the longer run.
 - For the use of food delivery platforms, ESG will fund five percentage points of the commission cost charged.
 - For the use of third-party logistics partners, ESG will fund 20% of the delivery costs for food delivery orders.

¹ The Food Delivery Booster Package was reintroduced on 16 May 2021, with eligibility period from 16 May – 15 June 2021.

3. Ms Low Yen Ling, Minister of State for Trade and Industry, said, “The dine-in restrictions in the past few weeks have been challenging for our F&B sector. We are very grateful for the sector’s role and cooperation in the overall efforts to keep Singapore safe.

To boost our support for F&B businesses during this tough period, we have been working closely with industry partners, including trade associations and chambers (TACs) as well as various delivery platforms. In particular, the extension and expansion of the government’s Food Delivery Booster Package till next month seeks to alleviate the painful effects of disruption and offer a longer runway of support even after dine-in services resume on 21 June.

Since being re-introduced last month, the Food Delivery Booster Package has benefited more than 10,000 F&B establishments. Through this scheme, businesses are able to better diversify their revenue channels and go digital with the subsidies provided. The daily average number of online deliveries supported this year looks set to be more than last year’s.

Food delivery is becoming part and parcel of the new normal. Consumers are increasingly savvy in searching online for the best food and deals to be sent to their doorsteps. We hope the extended Food Delivery Booster Package will place our F&B establishments in a firm footing for a resilient recovery as they gain new skills and platforms critical for long-term growth.

We will continue working closely with the industry to help businesses weather current challenges and emerge stronger for the future.”

4. Based on preliminary estimates from the first two weeks of Phase 2 (Heightened Alert) from May 16- May 29 2021, the daily average number of online food deliveries supported under the booster package was close to 20% higher than the daily average during the circuit breaker last year.

Food delivery becoming an important part of F&B business

5. The current pandemic and changing consumer preferences have boosted the demand for food deliveries. For the F&B sector, the percentage of sales from online food delivery had increased from an average of 12.5% from January to March 2020, to 22.5% in the same

period this year². The steady increase in the proportion of online sales reflects a shift in consumer preferences that F&B businesses will need to adapt to and address in their business strategy. Given the uncertainty of the COVID-19 situation, F&B businesses are encouraged to continue with food delivery sales as part of their long-term strategy which will enable them to be more resilient to future business disruptions.

6. Kimly, a coffee shop chain operator which also runs its own dim sum and *zi char* (home-cooked style dishes) stalls, is an example of an F&B company which has diversified to food delivery. It expanded swiftly into its online/food delivery businesses as a result of the Circuit Breaker last year. Its Kimly Dim Sum and Zi Char brands are currently onboard all three major food delivery platforms today, with support from ESG's Food Delivery Booster Package. To ensure longer-term sustainability of its delivery business, Kimly invested time and effort to analyse delivery sales data to better curate its online menu and run digital marketing campaigns and promotions. With these experiences and capabilities gained, Kimly has been able to effectively manage its outlet operations and focus on delivery/takeaway sales, helping the company to better cope with the dine-in restrictions during the Phase 2 (Heightened Alert).

7. Slake, a company specialising in modern Asian cuisine, tapped ESG's Enterprise Development Grant to develop a Tacos virtual brand 'KIAP' during Circuit Breaker last year. It allowed them to reach out to new customer segments and diversify revenue streams. With their online storefront, they were also able to tap ESG's Food Delivery Booster Package and make use of third-party logistics partners for food deliveries. Since the announcement of Phase 2 (Heightened Alert), Slake has quickly adapted by embarking on a four-week social media marketing campaign, successfully increasing their social media followers by about 50% and boosting sales. Riding on the success of its virtual brand, Slake is planning to convert its Siglap kitchen into a virtual kitchen and set up another cloud kitchen later this year.

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² Source: Department of Statistics

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

Food Delivery Booster Package for F&B establishments

The Food Delivery Booster Package defrays part of food delivery costs, via food delivery platforms and third-party logistics partners and will be available from 16 May to 15 July 2021.

<p>Use of food delivery platforms (i.e. Deliveroo, foodpanda, GrabFood and Bungkus)</p>	<ul style="list-style-type: none"> • Commission costs: ESG will <u>fund five percentage points³ of the commission cost</u> charged by the three food delivery platforms, for transactions made between 16 May to 15 July 2021. F&B businesses must sell food that is prepared on premise for immediate consumption to be eligible for the delivery funding. This <u>includes smaller establishments like hawker stalls and cafes, to larger outfits such as food caterers and restaurants</u>. Merchants retailing only pre-packaged products, e.g. snacks, ice cream, are excluded. Eligible F&B businesses will automatically benefit from lower commission cost if they are fulfilling delivery orders through these three delivery platforms. • Interested businesses can sign up here: <ul style="list-style-type: none"> ○ Deliveroo: https://restaurants.deliveroo.com/en-sg/ ○ Foodpanda: https://www.restaurant.foodpanda.sg/ ○ GrabFood: https://www.grab.com/sg/merchant/food/apply ○ Bungkus: https://www.bungkus.sg/en
<p>Use of third-party logistics partners (i.e. Lalamove, Zeek Logistics, Pickupp, GrabExpress, pandago, Chope, DLVRD, MilkRun and YY Circle)</p>	<ul style="list-style-type: none"> • ESG will <u>fund 20% of the delivery costs</u> for food delivery orders made through third-party logistics partners, for transactions made between 16 May to 15 July 2021. F&B businesses must sell food that is prepared on premise for immediate consumption to be eligible for the delivery funding. This <u>includes smaller establishments like hawker stalls and cafes, to larger outfits such as food caterers and restaurants</u>. Merchants retailing only pre-packaged products, e.g. snacks, ice cream, are excluded. Eligible F&B businesses will automatically benefit from lower delivery cost if they fulfil their orders through these three third-party logistics partners. • Interested businesses can sign up here: <ul style="list-style-type: none"> ○ Lalamove: https://form.iotform.com/211370341413441 ○ Pickupp: https://sg.pickupp.io/en/food-and-beverage ○ Zeek: https://www.zeek.one/sg/en/food-delivery ○ GrabExpress: https://www.grab.com/sg/express/ ○ pandago: https://pandago.sg/register

³ For instance, if the current commission structure is 25% of total food delivery transaction value, the commission cost payable to the participating food delivery platforms will be reduced to 20%.

	<ul style="list-style-type: none">○ Chope: https://restaurants.chope.co/○ DLVRD: https://delivered.sg○ Milkrun: https://milkrun.sg/merchant/○ YY Circle: https://www.yycircle.com
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