

MEDIA RELEASE

Enterprise Singapore introduces three new initiatives to help F&B companies manage costs and accelerate digital adoption

Over 1,000 F&B businesses to benefit over the next 2 years

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1. Enterprise Singapore (EnterpriseSG) launched two new programmes to enhance productivity across the Food & Beverage (F&B) sector, helping companies optimise and centralise their operations to boost efficiency and achieve cost savings. It also announced a partnership with United Overseas Bank Limited (UOB) to accelerate digital adoption. The new programmes, developed based on insights from the Food Services Productivity Report, and partnership will support over 1,000 F&B companies over the next two years. Senior Minister of State for the Ministry of Culture, Community and Youth and Ministry of Trade and Industry, Ms Low Yen Ling announced the new support measures for the sector at the Food Services Forum 2025, organised by EnterpriseSG and the Singapore Productivity Centre (SGPC).

Food Services Productivity Report

2. In collaboration with EnterpriseSG, SGPC's new **Food Services Productivity Report** provides companies with industry level benchmarks that enable them to measure their productivity levels and to improve their business performance. The benchmarks were developed following in-depth interviews and on-site assessments of over 350 F&B companies. The study identified three critical success factors for performance: (i) systematic process optimisation, (ii) centralised food preparation, and (iii) technology-enabled solutions. Top-performing outlets that implemented these best practices generated close to double the sales per man-hour compared to an average outlet. The full report can be found [here](#).

New programmes to optimise processes and centralise food preparation

3. Based on the findings from the report, EnterpriseSG developed two new programmes to help F&B companies bridge the performance gap and boost productivity.
 - i. The **F&B Process Optimisation Programme (POP)** helps companies review and optimise their outlet processes to enhance manpower efficiency, increase revenue, and improve customer satisfaction. Through appointed vendors, F&B companies can receive guidance on optimising outlet space, technology implementation, and menu design (refer to the Annex for more details on the approved vendors).
 - ii. The **FoodX programme**¹ supports F&B companies in centralising food preparation to achieve long-term cost savings and streamline operations. An earlier pilot successfully matched F&B companies with suitable contract manufacturers, supporting close to 200 F&B outlets' outsourcing activities. The FoodX programme is now available with an expanded network of over 60 food manufacturing and Original Equipment Manufacturing (OEM) partners to support F&B companies across a broader range of product categories. SGPC will match participating F&B businesses with suitable food manufacturers based on their specific needs. It will also provide up to 50% grant support to eligible companies to reduce their initial outsourcing costs.

Partnership with UOB to accelerate digital adoption

4. EnterpriseSG also announced a partnership with UOB to accelerate the adoption of digital and Artificial Intelligence-enabled (AI) solutions across F&B companies, enabling them to achieve greater operational efficiency. Both parties have signed a **Memorandum of Understanding (MOU)** which will focus on three key areas:
 - i. Advisory services for F&B companies on selecting digital and AI-enabled solutions to enhance operational efficiency,
 - ii. A curated suite of digital solutions offered at preferential rates to drive digital adoption, and

¹ EnterpriseSG has appointed SGPC to run the programme.

- iii. Joint seminars and workshops by EnterpriseSG and UOB to equip F&B companies with the knowledge and confidence to adopt digital and AI-enabled solutions.
5. The partnership will enable EnterpriseSG to accelerate adoption of digital solutions across the sector by leveraging UOB's extensive small and medium sized-enterprises (SME) and partner network. The services and solutions under this partnership will be available to F&B SMEs from 2026. More details will be shared at a later date.
6. "We understand the pressures that F&B companies are facing today, from managing operational costs to evolving market demands. As most F&B companies are SMEs, EnterpriseSG will continue to facilitate collaborations with partners like SGPC to enable F&B companies to leverage shared resources and unlock economies of scale to achieve cost savings. We will curate resources like the Food Services Productivity Report to help companies better identify and implement the initiatives that will make the biggest difference to their operations. The new support announced today represents EnterpriseSG's commitment to driving transformation in the F&B sector, equipping companies with practical tools and capabilities to compete in an increasingly competitive landscape," said **Ms Jeannie Lim, Assistant Managing Director, Services & Growth Enterprises, EnterpriseSG.**
7. Interested F&B companies may find out more about the POP [here](#) and FoodX [here](#).

Annex A: F&B businesses that have benefitted from process optimisation and centralised food preparation through outsourcing

Annex B: F&B POP Vendors

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About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

Enterprise Singapore is here for wherever businesses are growing. Visit www.enterprisesg.gov.sg for more information.

F&B businesses that have benefitted from process optimisation and centralised food preparation through outsourcing

HarriAnns	<p>HarriAnns exemplifies how companies can benefit from process optimisation, having successfully enhanced both operational efficiency and customer service capacity through systematic process improvements.</p> <p>With EnterpriseSG's support, HarriAnns introduced an integrated mobile ordering and payment system which eliminated manual order taking and cashiering. This freed up staff to operate flexibly across multiple functions – from supporting kitchen operations to serving kuehs. HarriAnns also streamlined its workflow by automating kueh wrapping. This has helped HarriAnns to save up to 50% of their manhours involved in wrapping and packing kuehs.</p> <p>These process optimisations enhanced HarriAnns' operational capacity while reducing manpower-intensive tasks, enabling the company to handle higher customer volume during peak period.</p> <p>Moving forward, HarriAnns will explore the use of automated cooking equipment to expand its menu offerings (e.g., Ayam Buah Keluak fried rice) while maintaining quality, same staffing requirements and service speed.</p>
Kopi & Tarts	<p>Kopi & Tarts, which operates close to 20 F&B outlets in Singapore, participated in the FoodX pilot which enabled the company to manage manpower pressures and focus on business growth.</p> <p>By outsourcing some of its ingredient preparation to contract manufacturers, Kopi & Tarts was able to free up resources for business growth and expand its menu offerings at larger outlets with staple savoury meals such as Ayam Merah and protein bowls, which were previously prepared at outlets. Through outsourcing, this helped the company cut down on over five hours of food preparation across outlets daily and allowed their staff to be redeployed to other areas of operations whilst ensuring consistent standards and quality across different outlets. Kopi & Tarts is looking at outsourcing more products and across all its outlets.</p>

F&B POP Vendors

EnterpriseSG has appointed four vendors under POP to offer pre-scoped process redesign consultancy packages. This covers outlet layout reconfiguration, technology adoption, menu design, and job redesign.

#	Vendor
1	<p>Singapore Productivity Centre (SGPC)</p> <p>SGPC is a one-stop competency and resource centre, providing a comprehensive range of services and solutions. SGPC helps companies upgrade and enhance productivity, innovate and transform, and grow and globalise.</p>
2	<p>GL Consultancy and Leapwin</p> <p>Both GL Consultancy and Leapwin are F&B consultancy firms that have teamed up to deliver process optimisation solutions that enable F&B clients to enhance business performance, optimise workforce efficiency, and elevate service quality.</p>
3	<p>Bakers and Chefs</p> <p>Bakers and Chefs Food Equipment supplies commercial kitchen equipment in Singapore and is recognised for its quality products and customer-focused solutions.</p>
4	<p>ProjectChef Consultancy</p> <p>Project Chef Consultancy is a professional culinary consultancy founded in 2015. It specialises in guiding F&B entrepreneurs, restaurants, food businesses to achieve operational excellence, innovative menus, and sustainable growth.</p>