



For Immediate Publication
PRESS RELEASE

Theobroma Chocolate Lounge: INDULGENCE AT ITS FINEST

Malaysians have enthusiastically adopted the coffee culture with unwavering affection and soon a new culture will emerge giving trendy Malaysians an all new experience in their gourmet journey. Introducing Theobroma Chocolate Lounge, a one-of-its-kind concept that is all the rage not only in Australia, New Zealand and America is now available to discerning chocolate lovers in Malaysia.

Brought to you by Hing Yiap Knitting Industries Berhad, a company listed in Second Board of Bursa Malaysia Securities Berhad, Theobroma Chocolate Lounge is the "Total Chocolate Concept" offering consumers a wide variety of high quality chocolates, hot and cold chocolate beverages, chocolate desserts, melted chocolate dips and many other variations of chocolates. This total chocolate concept is believed to be first of its kind in Malaysia.

"We have created an environment where the consumption of chocolate is an experience in itself. Luxurious, cozy and sensual are feelings that best describe a visit to a Theobroma Chocolate Lounge" said George Roiniotis, Director of Theobroma Food of the Gods Pty Ltd, Australia. "We are pleased to appoint Hing Yiap Group, as our Malaysia Franchisee a well established company who has been in the life style retailing business for many years and we are confident that they will be able to build the brand successfully in Malaysia".



Theobroma prides itself in offering a huge variety of chocolate that is totally indulgent to the senses yet kind to the scales! With a selection of 80 chocolate varieties, one will surely be tempted to make frequent visits to this sensuous lounge.

The stylish lounge also serves hot & cold chocolate based beverages, coffee, tea, juices, waffle, crepes, fondue, cakes, quiches, pies and other savory. Not forgetting handmade colorful chocolate in various ganaches. You could choose to dine in or simply take away and enjoy these mouth watering pieces in the comfort of your home. If you want to be different, Theobroma also offers interesting gift packs for all occasions.

Embark on a brand new sensorial journey and pamper your taste buds with the ultimate chocolate indulgence at the recently opened Theobroma Chocolate Lounge, Lot FK3, First Floor, 1 Utama Shopping Center (New Wing) from 9. 30am to 11pm or Lot C4.05.02, Level 4, Pavilion, Kuala Lumpur from 9.30am to 12am everyday. You can be sure every visit to Theobroma Chocolate Lounge is a blissful experience.



ABOUT US:

Hing Yiap Knitting Industries Berhad announced today that they have signed a Master Franchise Agreement with Theobroma Food of the Gods Pty Ltd, Australia to open a chain of Theobroma Chocolate Lounges in Malaysia. Hing Yiap Group through its wholly-owned subsidiary, Cocomax Sdn. Bhd. has been granted the right to develop and operate Theobroma Chocolate Lounges in Malaysia. Hing Yiap Group plans to open the first of these Chocolate Lounges in the Klang Valley region by the end of July this year. The new franchisee expects to open more than 50 of these Chocolate Lounges over the next 10 years

The Hing Yiap Group (Hing Yiap Knitting Industries Berhad-22414-V) is a company listed in second board of Bursa Malaysia. It is an established vertically integrated organization covering textiles manufacturing, garment making, wholesaling, retailing, distributorship, franchising and sub-licensing. Its fashion portfolio of apparel brands includes Antioni, Bontton, Bum Equipment, Diesel, Union Bay and BumCity.

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Theobroma Food of the Gods Pty Ltd (CAN 117 640 598) is a company registered in the state of Victoria, Australia. It is the developer and owner of the marks, image and system of gourmet chocolate café and retail outlets known as

Theobroma Chocolate Lounge. It specializes in retailing of high quality hand made Belgian chocolate, chocolate beverages, desert and snacks. Started in Melbourne in 2006, the response was phenomenal towards Theobroma Chocolate Lounge which has now gone international with outlets in major cities of Australia and New Zealand. The constant feedback was that their chocolate and chocolate beverages were the best in the market, the waffles were extraordinary and the environment is pleasurable to relax in.

Theobroma Food of the Gods Pty Ltd

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Contact Person: Mr. George Roiniotis, Director.

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the aroma
CHOCOLATE
LOUNGE







8.30am - 10.00pm

5.11.19

Place Order Here



Operating Hours
8.30am - 10.00pm

Please Order Here

Menu board with illuminated food and drink items, including coffee, pastries, and sandwiches. The board is divided into sections with headers like "HOT CHOCOLATE BEVERAGES" and "HOT CHOCOLATE BEVERAGES".

HOT CHOCOLATE BEVERAGES

Item	Price
Hot Chocolate	RM 2.50
Hot Chocolate with Marshmallows	RM 3.50
Hot Chocolate with Caramel	RM 3.50
Hot Chocolate with Vanilla	RM 3.50

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Service counter area with a cash register, a display case containing pastries and sandwiches, and a digital display showing the time 8:22:10.

8:22:10

