



**For Immediate Release**

**DELICIOUS NUTRITIONAL GOODNESS AT AN INSTANT WITH  
FIRST-OF-ITS-KIND YIFON BOTTLED MUSHROOMS!**

***Up-and-coming MediaCorp actress, Zhou Ying, signs  
first endorsement deal with YIFON***



**Singapore, November 2010** – Mushrooms have always been a popular ingredient for home-cooked dishes since they are delicious, packed with rich nutritional values, and can be served up in a variety of ways. But for busy individuals, especially working adults, cooking can be a hassle that many avoid. With the launch of **YIFON's new range of mouth-watering, quality bottled mushrooms**, everyone can satisfy cravings and maintain a healthy and balanced diet straight from the bottle!

Available in a palate of six different mushrooms and flavours – **YIFON Assorted Mushrooms (Po-ku, Golden and Button Mushrooms)**, **YIFON Bailing Mushrooms**, **YIFON Spicy Bailing Mushrooms**, **YIFON Spicy Golden Mushrooms**, **YIFON Spicy Nameko Mushrooms** and **YIFON Teatree Mushrooms** – you will be spoiled for choices. Indulge in these delectable treats with no cooking required – eat them on their own as a vegetarian dish, complement them with rice, porridge or noodles, or use them as ingredients to create savoury dishes for your loved ones.

“We strongly believe in developing and providing premium food items, handpicking only the finest quality of mushrooms for all our products. That is why **YIFON Bottled Mushrooms**



**contain no preservatives, artificial colourings and trans-fats,”** said Mr Ted Ngo, Managing Director of Yit Hong Pte Ltd, sole distributor of YIFON Bottled Mushrooms. **“Our mushrooms are healthy, halal-certified, scrumptiously flavoured, and can be consumed right from the bottle,** unlike many other mushroom products in the market right now. YIFON Bottled Mushrooms are truly one-of-its-kind and they are great for people of all ages and from all walks of life.”



*Zhou Ying on set at YIFON's campaign photo shoot*

In conjunction with the launch, **up-and-coming young MediaCorp artiste Zhou Ying has been signed on as the spokesperson for YIFON Bottled Mushrooms.** Zhou Ying is chosen as the face of the brand given her healthy and fresh appeal, as well as her strong star qualities, which are in line with YIFON's values of freshness, versatility and quality.

“As an actress who currently resides alone in Singapore, I often find it cumbersome to whip up meals after a tiring day of filming. **When I was introduced to YIFON Bottled Mushrooms, not only did I marvel at the convenience they bring to my life, but also the freshness and rich taste of the mushrooms.** I'm elated to be appointed as the new face of YIFON Bottled Mushrooms,” said Zhou Ying, MediaCorp Artiste and spokesperson for YIFON Bottled Mushrooms.

The exciting new range of YIFON Bottled Mushrooms is available at all major supermarkets at a retail price of \$1.95 per bottle.

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### **About YIFON**

**YIFON** is the house brand for Yit Hong Pte Ltd, which has been in business since 1954. The company is the sole agent for the import and export of canned food from China to Singapore, Malaysia and Brunei. Brands distributed by Yit Hong Pte Ltd include the “Narcissus” Brand, which is awarded the Number 1 brand in the Canned Meat and Mushroom category in the independent retail audit by AC Nielsen. Yit Hong also holds the sole distributorship to other popular brands such as “Ma Ling” and “Codfo”.

For more information, please visit <http://www.yithong.com>

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