

# A Delicious Journey Through Time.

## Fragrance - Celebrating 36 Years Of Great Tasting Xiang Wei Bakkwa.

### How It All Began

Way back in the late 1960's on a hot and sticky street in Singapore, Madam Wong opened a small stall selling barbecued meat. Although she had no formal culinary training, Madam Wong managed to develop a special recipe and the heavenly scent of her cooked meat quickly became famous and customers would travel for miles under the baking sun to get a taste of her Bakkwa.

From rickshaw drivers to wealthy businessmen

to foreign sailors, nobody could resist the rich aroma, divine taste and unrivalled quality of Xiang Wei Bakkwa. But back then, little did she know that one day her humble stall would grow and grow to become a hugely successful chain of 17 outlets islandwide.

### A Carefully Guarded Secret Recipe

The exact ingredients are known to only a few, but what makes Xiang Wei Bakkwa so different and irresistible to the human palate is a unique and healthy blend of specially selected Chinese herbs and spices, including high quality ginseng.



### The Very Best Quality

Still applying traditional know-how acquired over the years, the Bakkwa is now cooked over huge charcoal pits by a team of BBQ Masters at our state-of-the-art facility in Woodlands. With Quality Control Inspectors keeping a watchful eye over the production process every step of the way, we then carefully package the Bakkwa and deliver

it straight to our outlets. So when you come along to any Fragrance store, you know that you're getting only the freshest and tastiest best.

### Keeping Up With The Times

Even though we're an established company that's been arousing Singaporean and foreign tastebuds for over three decades, we know that in order for us to stay

ahead of the rest, we've got to keep evolving and innovating. So we decided to give our brand image a major facelift and the Chinatown store proudly swung open its doors on 17th December 2005. By injecting the cool and contemporary orange into the new logo, packaging, product range, staff uniforms and store interiors, the new look is refreshing, hip and inviting. As proof of its success, demand for Xiang Wei Bakkwa has been phenomenal and more and more young consumers are now joining the daily queues.

As well as the ever-popular traditional Bakkwa, we also stock other interesting flavours including Crocodile Bakkwa - an industry first for Xiang Wei.

What's more, we also carry different types of scrumptious Floss, Hong Kong-style Sausages and many more tasty snacks. And recently, we also introduced vacuum-packed Bakkwa, so you can keep your Bakkwa for much longer.

As we know that our Bakkwa is incredibly popular over Chinese New Year, you can now order in advance at any Fragrance store so that you can stock up for the festive period.

So listen to the buzz, follow the crowds and check out the Fragrance flagship store in Chinatown today. We're sure you'll fall in love with our rich

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heritage, mouthwatering snacks and brand new look!

### Succulent Celebratory Offer

To celebrate 36 years of great tasting Xiang Wei Bakkwa, we've got some magnificent offers lined up for you! When you buy 1KG of Bakkwa, you'll get \$2 off. And if you and your family are Xiang Wei Bakkwa

addicts, you'll get a whopping \$12 off when you buy 5KG. All you need to do is cut out the coupon below and bring it down to any Fragrance outlet. Redeem your voucher today!

