



Del Monte Launches Food Products in Myanmar

Yangon, January 29, 2013: Del Monte Pacific Limited today launched an exclusive range of international Del Monte products including packaged fruits, tomato ketchup, pasta and spaghetti sauces in the Myanmar market. More than 100 years old, Del Monte is one of the largest and best known food product brands globally.

Mr. Joselito D. Campos, Jr., Managing Director and CEO of Del Monte Pacific Limited, said “We are excited to bring Del Monte to Myanmar. Consumers around the world have enjoyed Del Monte premium quality food and beverage products for over a century. As Myanmar expands and consumers’ taste evolves and broadens, Del Monte aspires to grow strongly with this. We are committed to the development of the processed foods sector in Myanmar and to emerge as a leading player.”

The Del Monte product range will include:

- **Packaged fruits:** Pineapple Slices, Pineapple Chunks, Pineapple Tidbits, Pineapple Crushed, and Fiesta Fruit Cocktail
- **Culinary:** Tomato Ketchup, Spaghetti Sauces and Pasta
- **Beverage:** 100% Pineapple Juice, Pineapple Crush fruit drink, Four Seasons fruit drink (a medley of Pineapple, Mango, Orange and Guava), and Mango Nectar

We endeavour to provide world class products in all our markets including Myanmar and we have taken the first steps into the Myanmar retail and food service market with a clear vision of capturing the consumer’s imagination with our range of innovative products. Myanmar consumers will be able to experience international quality products, for which Del Monte is known the world over.

We are extremely pleased to partner with Global Sky Company Limited, based in Yangon, to distribute our products in Myanmar.

By the end of this year, the Del Monte range of products will be available in markets across Myanmar in Yangon, Mandalay and other key cities.

About Del Monte Pacific Limited:

Listed on the Mainboard of the Singapore Exchange, Del Monte Pacific Limited (Bloomberg: DELM SP/ Reuters: DMPL.SI) is a group of companies that caters to today's consumer needs for premium quality, healthy food and beverage products. It innovates, produces, markets and distributes its products worldwide.

The Group owns the Del Monte brand in the Philippines where it enjoys leading market shares for canned pineapple juice and juice drinks, canned pineapple and tropical mixed fruits, tomato sauce, spaghetti sauce and tomato ketchup.

Del Monte Pacific also owns another premium brand, S&W, globally except the Americas, Australia and New Zealand. As with Del Monte, S&W originated in the USA in the 1890s as a producer and marketer of premium quality processed fruit and vegetable products.

In India, the Group owns approximately 46% of FieldFresh Foods Private Limited. FieldFresh markets Del Monte-branded processed products in the domestic market and FieldFresh-branded fresh fruits and vegetables. Del Monte Pacific's partner in FieldFresh India is the well-respected Bharti Enterprises, which owns one of the largest conglomerates in India.

Del Monte Pacific holds the exclusive rights to produce and distribute processed food and beverage products under the Del Monte brand in the Indian subcontinent and Myanmar.

With a 23,000-hectare pineapple plantation in the Philippines, 700,000-ton processing capacity and a port beside the Cannery, Del Monte Pacific's subsidiary, Del Monte Philippines, operates the world's largest fully-integrated pineapple operation. It is proud of its long heritage of 87 years of pineapple growing and processing. It has long-term supply agreements with some of the Del Monte trademark owners and licensees around the world.

Del Monte Pacific and its subsidiaries are not affiliated with other Del Monte companies in the world, including Del Monte Foods Co (USA), Fresh Del Monte Produce Inc, Del Monte Canada, Del Monte Asia Pte Ltd and these companies' affiliates.

Del Monte Pacific is 79%-owned by NutriAsia Pacific Ltd (NPL). NPL is owned by the NutriAsia Group of Companies which is majority-owned by the Campos family of the Philippines. The NutriAsia Group is the market leader in the liquid condiments, specialty sauces and cooking oil market in the Philippines.

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