

# honestbee online grocery concierge and delivery service launches in Bangkok



- honestbee launches in Bangkok partnering with Thailand's leading supermarket chain Villa Market
- Customers enjoy an easier life with fast, reliable same-day delivery services
- Flexible job opportunities add value to the community

Bangkok, 16 March 2017 – honestbee, the on-demand online grocery concierge and delivery service from Singapore has announced its entry into Bangkok, Thailand today. In partnership with one of Thailand's biggest chain retail stores, Villa Market, honestbee will provide a faster and easier way for customers to get their daily groceries with a human touch through their trained, concierge shoppers. They have been professionally trained together with Villa Market staff to select only the best quality fresh groceries, just as you would yourself and deliver the items on the same day, within the next available 1-hour timeslot.

## About Partnership

honestbee will shop from all of Villa Market's outlets throughout Bangkok as well as bistro and cooking studio, The Gastro and the Villa Market Holiday Store all of which are owned by Villa Market. This allows the shoppers to shop and for the delivery team to bring the products to you much faster.

"We are excited to announce our official entry into the Thailand market. We have been doing our trial operations here for the past few months and it has been very good, our management and staff are pumped with go getters spirit to create a milestone together with the communities in Thailand", said Joel Sng, co-founder and CEO, honestbee.

honestbee is committed to help offline stores like Villa Market and other speciality stores get online through technology such as website and mobile apps and superior logistics. Customers can also experience a trusted service to help them in their grocery routine. With someone taking good care of their fresh grocery shopping and delivering, they can save time and spend more quality time with their loved ones. In addition, honestbee is also committed to creating flexible jobs with guaranteed income to the communities around the hub.

## Best quality products from top stores

honestbee is the one-stop app service for your everyday needs. Choose from over 11,000 high quality products from leading grocery chains and gourmet/ specialty food suppliers. These include organic foods, fresh fruits, imported frozen meats, wines, specialty drinks, hampers & seasonal products and kitchen supplies from partners including Pipper Standard, Wishbeer, Ahmad Tea London, Simply W, Pierre Herme Paris, Perfect Earth Organics, Happy Flavour, Ja Guem Song, K-Market, Meyer and many more to come.

## Same price as in store – Save time, money and efforts

Customers can also look forward to enjoying the same price as in-store, and hence save both time and money on travelling. The groceries are delivered to your doorstep, so customers need not do carry the heavy weight, rain or shine. We allow customer to shop anywhere, anytime through our website and mobile app.

Pauline Png, Chief Marketing Officer, honestbee mentioned “In all the countries that we are in, our aim is to improve the quality of lives of the customers and communities that we are in. With less time spent on grocery shopping and chores, our customers will have more quality time with family and friends.”

#### Social Impact to local communities

Through technology, honestbee seeks to bridge the social gap in Thailand, and create opportunities for those seeking flexible work hours.

“We are committed to give the best customer experience through our service together with our merchant partners and our bees. To celebrate this special occasion, honestbee will give a special promotion that contains ฿200 shopping voucher to try honestbee service with “BEEKK” promo code. This offer is valid until April 16th 2017”, said Bounthay Khammanyong, Country Manager of honestbee Thailand.

To experience life made easier by honestbee, customers can visit [honestbee.co.th](http://honestbee.co.th) or use the honestbee app, downloadable via the Apple App Store or Google Play Store.

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#### About honestbee

honestbee started operations in major cities across Asia since 2015. As the leading and trusted online delivery service for all your lifestyle needs, we are committed to bringing you convenience with our fast and reliable on-demand concierge services. We also strongly believe in giving back to society. Founded on the principles of being a social impact business, we seek to create flexible and sustainable income opportunities for everyone in our communities through reliable technology.

honestbee is operating in Singapore, Hong Kong, Taiwan, Japan, Malaysia, Indonesia and Thailand.

#### About Villa Market

Established in 1974, Villa Market is a retail pioneer in Thailand at a time when the only outlets to purchase groceries in Bangkok were open-air markets and small grocery stores. As Thailand’s Original International Supermarket, Villa Market provides the freshest choice of local, national and international produce across its 34 stores nationwide.

Villa Market prides itself on being able to provide customers with products from around the world. A dedicated sourcing team visits markets worldwide to seek out new and exciting products to bring to the increasingly more sophisticated and expanding food and produce market in Thailand.

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