

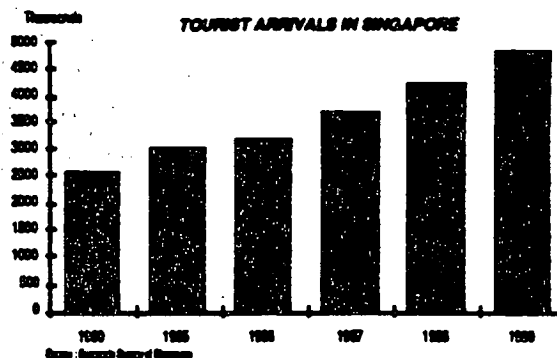
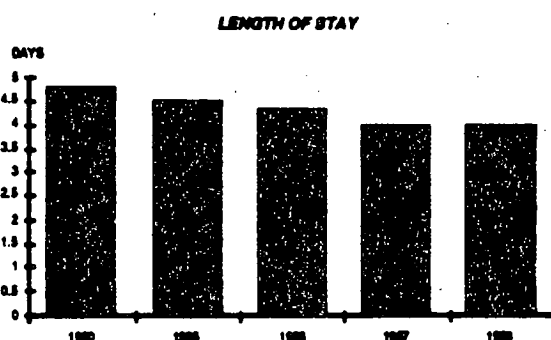
BACKGROUND ...

ECONOMIC OVERVIEW ...

Between 1986-1988, total private expenditure for food and beverage increased by 7.8%. Based on 1985 prices, real growth was 5.6%.

PRIVATE CONSUMPTION EXPENDITURE ON FOOD AND BEVERAGES (1986-1988) (S\$ MILLION)			
	1988	1987	1986
At current market prices	5918.0	5362.0	5097.0
% Change per annum	10.4	5.2	-0.5
% Real growth per annum (at 1985 market prices)	7.2	3.9	1.7

Furthermore, with the government's promotion of Singapore as a tourist haven, tourists arrivals are projected to reach 4.8 million in 1989. This represents a 15% growth from its 1988 level of 4.19 million.



In 1987, tourists spent an estimated S\$405.5 million on food and beverage.

Between 1984-1988, the number of civil aircraft landings and passenger arrivals grew by 5 and 8% respectively. The number of vessels entered and cleared also grew by 6 and 9%. This further represents a market for suppliers of food products to airline caterers and ship chandlers.

NUMBER OF AIRCRAFT LANDINGS, PASSENGER AND VESSEL ARRIVALS AND DEPARTURES					
	AIRCRAFT LANDING	PASSENGERS		VESSELS (SEA)	
		<i>Arrival</i>	<i>Departure</i>	<i>Entered</i>	<i>Cleared</i>
1988	41,646	5,686,450	5,719,996	69,236	69,095
1987	38,131	5,017,163	5,027,601	61,611	61,234
1986	36,514	4,445,576	4,489,692	60,863	60,519
1985	36,600	4,323,587	4,489,692	55,284	54,629
1984	35,237	4,180,752	4,397,908	55,283	55,357

Source : Yearbook of Statistics

As of 1988, it was estimated that there were more than 8,000 food and beverage outlets throughout Singapore.