



RÓA Midnight Pte. Ltd.

70 SHENTON WAY #11 - 01

Singapore (079118)

FOR IMMEDIATE RELEASE

Inspired by One Child's Allergies, Singapore Brand RÓA Targets 100 Stores in Japan

Following a strategic partnership with Tomizawa Shouten, a 106-year-old Japanese food group, Singapore-founded RÓA is accelerating expansion across Asia and beyond to meet rising demand for inclusive and sustainable food innovation.

SINGAPORE, — What began as an effort to help a child with multiple food allergies enjoy something as simple as birthday cake has grown into a Singapore food brand now preparing for its next phase of international expansion.

RÓA, a Singapore-founded premium food brand known for its cakes, snacks and treats designed for modern dietary needs, has entered into a strategic partnership with Tomizawa Shouten Inc, a fourth-generation Japanese food group founded in 1919 and Japan's largest direct-to-consumer retailer of baking and food ingredients.

The partnership will support RÓA's expansion across Southeast Asia, Japan and the United States while strengthening its product development, innovation and supply chain capabilities.

From a Personal Mission to a Growing Business

RÓA was founded by pastry chef Jane after seeing the challenges faced by her goddaughter Emma, who was born with multiple food allergies.

For Emma, simple experiences many children take for granted — including birthday celebrations and everyday treats — often required careful planning and compromise.

Determined to create something better, Jane spent nine months researching and developing recipes that could deliver exceptional taste while accommodating a wide range of dietary needs.

What began as a passion project soon evolved into a broader mission: creating products that allow people to enjoy food together, regardless of dietary restrictions.

"Food should bring people together, not separate them," said Jane.

"We wanted to create products that people genuinely enjoy, regardless of whether they have dietary restrictions. Inclusivity should never come at the expense of taste, quality or experience."

Growing Demand for Inclusive Food

RÓA is part of a growing segment of food businesses responding to changing consumer preferences around health, sustainability and dietary needs.

While allergen-conscious products were once viewed as a niche category, increasing awareness of food allergies, ingredient transparency and evolving dietary preferences has expanded demand beyond consumers with medical requirements.

The company describes its approach as "inclusive indulgence" — creating products that combine exceptional taste, thoughtful ingredient choices and broader accessibility without compromise.

Building Traction Beyond Singapore

That insight has translated into meaningful commercial traction.

Today, RÓA serves customers across multiple international markets, including Saudi Arabia and Australia, with further regional expansion underway.

The brand has established partnerships across hospitality, travel, retail and corporate channels, including leading five-star hotel groups, premium lifestyle brands and international airline partners.

Its growing presence across diverse consumer and institutional channels reflects increasing demand for food products that successfully combine inclusivity, sustainability and exceptional taste.

Perhaps more notably, many of RÓA's customers do not have food allergies at all.

"What surprised us was that consumers weren't choosing our products because they had to," said Jane.

"They were choosing them because they genuinely enjoyed them. That was when we realised we weren't simply building products for a niche audience. We were building products for the future consumer."

Why Tomizawa Shouten Partnered with RÓA

Founded in 1919, Tomizawa Shouten has spent more than a century supporting Japan's baking and food culture.

Today, the Group has evolved into one of Japan's most recognised food ingredient businesses, spanning retail, e-commerce, ingredient development, manufacturing, packaging and food innovation. Through its ecosystem of businesses, Tomizawa serves both professional and home bakers/chefs while continuing to invest in the future of food.

As consumer expectations continue to evolve globally, the Group sees increasing demand for products that successfully combine taste, inclusiveness and sustainability.

The partnership with RÓA reflects Tomizawa's commitment to supporting next-generation food businesses that align with these emerging consumer values.

According to Jun Tomizawa, the partnership reflects the Group's commitment to supporting brands aligned with evolving consumer values and future food trends.

"RÓA's inclusiveness, sustainability and taste strongly align with our vision of 'Happiness with cooking throughout the world'," he said.

Tomizawa noted that the partnership was driven not only by category potential, but also by the quality and taste of the products themselves.

As consumer demand continues shifting toward healthier, more inclusive, and sustainability-conscious food options globally, the Group sees strong long-term potential in this segment.

Accelerating the Next Chapter

Through the partnership, RÓA will leverage Tomizawa's quality systems, industry expertise and supply chain capabilities to strengthen its product development, innovation and market expansion efforts.

The company plans to accelerate growth across Southeast Asia, Japan and the United States while continuing to develop products that meet the evolving needs of modern consumers.

Founder Jane Tan will remain fully at the helm of the business and continue to lead the company's vision, product development and long-term growth strategy.

A Shared Vision for the Future

Together, RÓA and Tomizawa share a common ambition: to build one of the world's most trusted brands in inclusive and sustainable food.

The partnership represents more than a business transaction. It reflects a shared belief that the future of food should be accessible, enjoyable and sustainable — creating products that bring more people to the same table.

About RÓA

RÓA is a Singapore-founded premium food brand creating cakes, snacks and treats designed for modern dietary needs. Inspired by the belief that food should bring people together, RÓA develops products that combine exceptional taste, quality and inclusivity while supporting a more sustainable future.

About Tomizawa Shouten Inc.

Tomizawa Shouten Inc. is a fourth-generation Japanese food group founded in 1919 and Japan's largest direct-to-consumer retailer of baking and food ingredients. The Group operates across ingredient retail, e-commerce, product development, manufacturing and food innovation, serving both professional and home bakers/chefs while advancing its vision of bringing the joy of cooking to people around the world.

Media Contact

1. [Name] Diana Ong
[Email] partnerships@roa.com.sg press@tomizawa.co.jp