



FOR IMMEDIATE RELEASE

Feast for Our National Pride:

Lau Pa Sat Brings Homegrown Hawker-Inspired Card Game, Hawker Wars to Life

An exclusive Lau Pa Sat edition of Singapore's favourite Hawker-themed card game anchors an action-packed celebration of homegrown brands, local hawkers and Singapore's food culture this National Day



Hawker Wars: Lau Pa Sat Edition

SINGAPORE, 16 July 2026 – This National Day, Lau Pa Sat is taking **Hawker Wars** from the tabletop into the real world.

Developed by homegrown creative studio, **SYNT Studio**, Hawker Wars is a locally created card game inspired by Singapore's colourful hawker culture that lets you compete to cook your favourite Hawker dishes. In celebration of the card game's 5th Anniversary, the studio has partnered with Lau Pa Sat for an exciting National Day campaign, releasing a special live experience of **Hawker Wars: Lau Pa Sat Edition**.



From **30 July to 31 August**, Lau Pa Sat will launch an immersive campaign themed **"Feast for Our National Pride"**, to celebrate local creativity on two fronts: by spotlighting a game developed by a Singapore brand and by encouraging visitors to dine with and support the local hawker businesses at Lau Pa Sat.

As part of the campaign, visitors can look forward to a **limited-time Hawker Wars activation from 7 to 15 August 2026**, where the iconic hawker destination transforms into an immersive game arena featuring interactive challenges, exclusive collectibles, and mascot encounters.

"Through Hawker Wars: Lau Pa Sat Edition, we are bringing the game's colourful characters and playful competitive spirit into a setting at the heart of Singapore's food story. Visitors can play, taste and explore their way through Lau Pa Sat, while taking home an exclusive card game and blind-bag plushies that celebrate our local culture beyond the dining table," said **Andrew Tan, Head of Marketing, Food Services, FairPrice Group.**

"More importantly, this collaboration is a celebration of Singapore's homegrown talent and entrepreneurial spirit. By partnering with SYNT Studio, we hope to introduce a local creative brand to a wider audience while encouraging visitors to discover Lau Pa Sat's diverse food offerings and directly support our community of local businesses. It is a National Day celebration that brings together local creativity, food and shared pride in a fun and meaningful way," Tan adds.

A homegrown game enters the Lau Pa Sat arena

Created by SYNT Studio, Hawker Wars turns the familiar world of Singapore hawker food into a lively card game experience. Its locally inspired concept and characters celebrate the dishes, personalities and competitive spirit that make hawker centres such a distinctive part of life in Singapore.



Hawker Wars: Lau Pa Sat Edition

The new **Hawker Wars: Lau Pa Sat Edition** puts a special spin on the game, drawing inspiration of the historic food destination. Featuring exclusive event and action cards such as *First Date at Lau Pa Sat*, *Satay Street Challenge*, *VIP Visit* and *Clock Tower Strikes*, the special-edition card deck pays playful homage to the stories, landmarks and experiences that make Lau Pa Sat an iconic hawker market. The exclusive edition serves as the creative foundation for the campaign, with its visual world extending beyond the card game into the activation spaces, challenges, merchandise and character appearances around Lau Pa Sat.

Join the Hawker Wars reward journey

Leading the campaign's line-up of exclusive rewards is the limited-edition **Hawker Feast blind-bag plushie** collection. Each blind bag contains one of four adorable designs inspired by popular local dishes: **Chicken Rice, Hokkien Mee, Nasi Lemak or Satay**.



L -R: Hawker Feast blind-bag plushie collection, Stamp Card

To begin collecting, visitors can pick up a **Stamp Card** from specially designed standees at selected locations around Lau Pa Sat.

For every **S\$10 spent at Lau Pa Sat**, visitors can present their qualifying purchase at the Food Folks counter to receive a stamp on their Stamp Card. With every stamp, diners progress along a rewarding food journey that encourages them to explore Lau Pa Sat's diverse offerings while supporting its community of hawkers and local food businesses.

As diners collect the stamps, they can unlock a series of exclusive Hawker Wars rewards:

- 3rd stamp: One complimentary limited-edition blind-bag plushie
- 5th stamp: S\$5 off the Hawker Wars: Lau Pa Sat Edition card game
- 6th stamp: One complimentary limited-edition blind-bag plushie
- 9th stamp: One complimentary limited-edition blind-bag plushie
- 12th stamp: One complimentary Hawker Wars: Lau Pa Sat Edition card game

Rewards can be redeemed at The Hawker Wars Market from 7 to 15 August, with redemptions continuing at Food Folks at Lau Pa Sat from 16 to 31 August. The Hawker Wars card game and blind-bag plushies will also be available for purchase at Food Folks. All merchandise, discounts and redemptions are subject to availability and while stocks last.

Hawker Wars comes to life at Lau Pa Sat

From **7 to 15 August 2026**, Lau Pa Sat will become a real-life Hawker Wars game zone, with interactive activities taking place daily from **11am to 3pm** and **5pm to 9pm**.



Hawker Wars Mascots

Visitors can look forward to the following experiences:

The Hawker Wars Market	The centrepiece of the game zone, The Hawker Wars Market transforms four classic hawker stalls into an immersive photo destination. This visually striking installation invites guests to step inside the Hawker Wars world, snap Instagram-worthy photos, and take home a memorable hawker experience.
Catch-a-Satay	Inspired by Lau Pa Sat's iconic Satay Street, Catch-a-Satay challenges players to prove that they have the reflexes of a top satay seller.



	In this fast-paced, arcade-style challenge, players must catch as many falling satay sticks as possible before time runs out. Visitors can compete for higher scores, challenge friends and family, and stand a chance to win the Hawker Wars: Lau Pa Sat Edition card game and Kopitiam vouchers.
Hawker Wars mascot walkabouts	Characters from Hawker Wars: Lau Pa Sat Edition will leave the card game behind and roam Lau Pa Sat to rally diners and bring the game zone to life. Visitors can meet the mascots, strike their best battle poses and capture photographs with the characters. The mascots may also recruit new players by giving out Stamp Cards and encouraging diners to Feast for Our National Pride. <u>Catch the mascot appearances on:</u> • Friday, 7 August: ○ Session 1 (11.30am–11.45am and 12pm–12.15pm) ○ Session 2 (7pm–7.15pm and 7.45pm–8pm) • Tuesday, 11 August ○ Session 3 (11.30am–11.45am and 12.15pm–12.30pm).
Vote for Our National Dish	From 7 to 15 August, visitors can cast their vote for their favourite Singaporean dish at the voting board. A live counter will track the results, allowing diners to see which dishes are leading the race in real time and rally support for their top choice. At the end of the campaign, the dish with the most votes will be declared the winner and celebrated with a special promotion. For one day on 31 August, the winning dish will be available for just 61 cents via the FairPrice Group app, limited to the first 100 customers. <i>*Terms and conditions apply.</i>



Whether they are battling it out with the special Lau Pa Sat edition of Hawker Wars, competing for a high score at Catch-a-Satay or collecting all four plushie designs, visitors can look forward to a National Day celebration built around food, play and support for our local businesses.

Event information

Hawker Wars: Lau Pa Sat Edition – Feast for Our National Pride

Campaign period: 30 July to 31 August 2026

Hawker Wars Market activations: 7 to 15 August 2026

Activation hours: 11am–2pm and 6pm–9pm

Venue: Lau Pa Sat, 18 Raffles Quay, Singapore 048582

**Terms and conditions apply. Merchandise, prizes and redemptions are available while stocks last.*

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Press Kit can be found here: https://bit.ly/LPS_FeastforOurNationalPride

Follow [@laupasat.sg](https://www.instagram.com/laupasat.sg) for more information.

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About Lau Pa Sat

Established in 1894, Lau Pa Sat is Singapore's most iconic hawker market, a must-visit food and retail destination for locals and tourists alike. With more than 130 years of history, it boasts over 80 F&B stalls offering a diverse culinary experience, from local and Asian to Western and Middle Eastern cuisines.

Lau Pa Sat is also home to Singapore's largest open-air Satay Street – the one and only destination for the most authentic street hawker experience. Indulge in delectable grilled skewers under the stars. This modern hawker market offers convenience with fast and easy payments via the FairPrice Group app and e-vouchers. Visitors can also immerse themselves in history through the AR Heritage Trail and engaging experiences throughout the hawker market.

With these unique experiences, Lau Pa Sat has been lauded by travelers worldwide, earning a coveted spot among the top 10% of global attractions in the 2024 TripAdvisor Travelers' Choice Awards.

About Food Folks

Award Winning Food Folks @ Lau Pa Sat is Singapore's first locally-focused "Everything Food" concept that blends food retail products and F&B establishments within a gazetted monument. The purpose-driven retail concept features more than 75% local food brands including exclusive home-grown, 'Made with Passion' brands found only in Singapore, providing a launch pad to help local food retail and F&B brands grow and establish their brand presence.

The award-winning retail destination has up to 100 local & international brands with 2,000 products to excite & delight shoppers in one food space so people can eat their favourite hawker food and shop unique food brands to their heart's content. A whimsical artistic expression about food by Tan Zi Xi (@MessyMsxi) can also be found on a mural inside Food Folks, completed in 2020 when Food Folks was launched.

About SYNT Studio

SYNT Studio is the creator and publisher of Singapore's best-selling local card games, The Singaporean Dream and Hawker Wars. The creative studio specialises in building tabletop games, experiences and hyper-relevant IP worlds that bring people and communities together.



SYNT Studio has also partnered with major brands to create custom game experiences and campaigns, including Income Insurance, Burger King, Uniqlo, Giordano, foodpanda, Lifebuoy, and the National Environment Agency.

About Hawker Wars (Card Game)

Launched in 2021, Hawker Wars is a local card game by SYNT Studio, created to celebrate Singapore's unique and beloved hawker culture. In the game, each player takes on the role of a hawker, collecting ingredient and action cards to cook iconic Singaporean dishes, and race to cook dishes to be the first to reach the target score.

Hawker Wars has gone on to build a following of its own, and continues to grow through collaborations with partners such as Lau Pa Sat, Giordano, and Wall's Asian Delights, extending its reach beyond retail into experiential and marketing partnerships.