



FOR IMMEDIATE RELEASE

Lau Pa Sat Puts a Playful Spin on Chinese New Year for Today's Social Moments



Spin for Your HUAT at Lau Pa Sat

SINGAPORE, January 2026 — This Chinese New Year, Lau Pa Sat invites diners to spin their way into the year of Horse with “**Spin for Your HUAT at Lau Pa Sat**”, an interactive festive campaign that reimagines familiar Chinese New Year rituals through a contemporary, social-first lens.

Rooted in the everyday joy of communal dining, the campaign transforms simple makan moments into playful rituals of abundance, connection and celebration. From spinning Lazy Susans and interactive angbaos to zodiac readings and photo worthy installations, each touchpoint is designed to spark small, meaningful moments that feel instinctively shareable, both around the table and beyond it.



By blending cultural symbolism with tactile, participatory experiences, Lau Pa Sat demonstrates how physical community spaces within Singapore's most iconic hawker market housed within a national monument, can become catalysts for digital storytelling, inviting diners to engage with tradition in ways that feel natural, joyful and relevant to today's audiences.

Spin the HUAT Challenge



Spin the HUAT Challenge at Lau Pa Sat

At the heart of the campaign is the Spin the HUAT Challenge, a lighthearted activation that turns communal dining into a social first moment. Custom-designed Chinese New Year Lazy Susans, adorned with auspicious greetings, are installed across selected tables, encouraging diners to film POV style videos from the perspective of a hawker dish.

As plates rotate and hands reach in, the experience captures candid laughter, shared meals and spontaneous interactions, moments that translate seamlessly into TikTok videos, Instagram Reels and Shorts. Beyond the visual appeal, the gentle spinning of the Lazy Susan symbolises wealth, abundance and togetherness circulating around the table, offering a subtle yet meaningful nod to traditional Chinese New Year beliefs. Stand a chance to win a 2-



night stay for 2 at Holiday Inn Resort Bintan Lagoi Beach (Worth \$1,200) by posting your video and tagging @laupasat.sg with #huatatlaupasat.

*“Chinese New Year traditions have always been about togetherness, and we wanted to express that in a way that feels intuitive for today’s audiences,” said **Pauline Png, Director & Head of Customer Innovation and Marketing, Food Services, FairPrice Group.** “The Spin for Your Huat Experience reimagines a familiar ritual into something interactive, joyful and social-first, turning everyday hawker moments into shared stories that travel far beyond the table.”*

Interactive Heritage Batik Elegance Angbao



Lau Pa Sat’s Interactive Heritage Batik Elegance Angbao

Extending the spinning motif beyond the dining table, Lau Pa Sat introduces the Interactive Heritage Batik Elegance Angbao for Chinese New Year 2026, a design that blends heritage craftsmanship with playful discovery.

Inspired by the iconic Lau Pa Sat Batik Motif, the angbao features intricate illustrations of the monument’s architecture alongside other Singaporean icons, such as the Merlion, dragon playgrounds, and also hawker favorites like satay and local breakfast staples, woven together into a rich tapestry of Singapore’s food culture. At its centre sits a built-in spinner inspired by the phrase “食来运转” (shí lái yùn zhuǎn), a wordplay that suggests good fortune comes round with food.



With every spin, diners uncover a roulette of beloved hawker dishes, symbolising the abundance, diversity and joy of shared meals under Lau Pa Sat's iconic octagonal roof.

From 16 January 2026, the angbaos can be redeemed with a minimum spend of \$10 (maximum two combined receipts) at Lau Pa Sat or Food Folks. They will also be available for purchase at Food Folks at \$3.80 per pack, or \$10 for a bundle of three packs, while stocks last.

Zodiac Reading Carousel



Larger than Life Zodiac Reading Carousel

Adding a playful twist to traditional fortune telling, the Zodiac Reading Carousel invites visitors to discover what the year ahead holds through an interactive installation. Featuring a rotating internal core showcasing all 12 zodiac animals, the carousel reveals personalised fortunes based on each zodiac sign.

As visitors go around the installation and uncover their readings, the experience encourages lighthearted reflection, curiosity and sharing, transforming age-old customs into moments of surprise and delight that appeal across generations. The experience extends beyond the carousel, with batik-inspired zodiac animal installations along the walkway designed for photo moments with each zodiac sign.

Festive Photo Booth Experience



Chinese New Year Photo Booth Experience

Rounding off the celebrations is a Chinese New Year photo booth experience that offers visitors a modern keepsake rooted in cultural design. Inspired by the red batik motifs of the Heritage Batik Elegance Angbao, the photo booth features bold festive prints and local iconography.

From 20 January 2026, diners who spend a minimum of \$10 at Lau Pa Sat or Food Folks can redeem a complimentary photo booth session at the Food Folks counter. With printed takeaways to bring home, the experience offers yet another share-worthy moment for friends and families to commemorate the season together.

Food Folks 福袋 CNY Gift Sets



Left: CNY Gift Set (\$38), Right: CNY Premium Gift Set (\$68)

Available from \$38, Food Folks presents specially designed CNY Fu Dai (福袋) Gift Sets that bring together a mix of nostalgic treats, modern favourites and auspicious snacks perfect for gifting or home visiting.

The **CNY Gift Set** (\$38) features a delightful assortment of festive staples, including kumquat, fortune cookies, pineapple tarts and savoury snacks, alongside Lau Pa Sat's limited edition red packets.

For those seeking a more indulgent option for gifting, **CNY Premium Gift Set** (\$68) offers an elevated spread of satay bak kwa, Irvins Salted Egg Fish Skin, pineapple tart chocolate, classic childhood candies, and a Fu Gui petite tin set, making it an ideal premium gift for family, friends or corporate gifting. Grab these great deals, before they run out, while stocks last!



Available from now till 31 March 2026, tourists who spend a minimum of SGD10 with Visa at Lau Pa Sat will receive a SGD5 Food Folks voucher, redeemable for festive goodies or Chinese New Year angbaos at Food Folks. A link to the offer can be found [here](#).

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Press Kit can be found here: bit.ly/LPSCNY2026

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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.