



Lau Pa Sat

## MEDIA ALERT

# Lau Pa Sat Welcomes More Than 20 New Hawker Gems to Singapore's Most Iconic Hawker Market



- Celebrate Hawker Gems with Meow Meow, our CMO (Chief Makan Officer) of Lau Pa Sat. Be part of Meow Meow's Makan Dream team from different Makan tribes: namely Chope Warriors, Supper Chiongsters, Kopi Kakis, and Hojiak Hunters, and take part in exciting games & lucky draws with attractive prizes from 10 August to 10 October 2023.
- Bring home a piece of Lau Pa Sat with exclusive merchandise
- Inaugural Satay Street Challenge: Test your mettle in finishing up 253 sticks of satay in 20 minutes with your friends
- Million Linkpoints Lucky Draw: Stand to win 1,000,000 Linkpoints (worth \$10,000) with every \$10 spent at Lau Pa Sat via the FairPrice Group app

**SINGAPORE, 13 September 2023** – Built in 1894, Lau Pa Sat stands as a cultural icon nestled in the heart of Singapore's bustling central business district, playing an inextricable part of Singapore's heritage. Today, it has become a must-visit food and retail destination where gourmands and tourists can savor local and international cuisines. Open 24 hours daily,



Lau Pa Sat invites you to savour authentic hawker fare while immersing yourself in a vibrant atmosphere steeped in rich history and nostalgia of old Singapore.

In tandem with Singapore's ever-evolving culinary landscape, Lau Pa Sat constantly rejuvenates as well, welcoming new tenants to its 52,000 square feet of retail space to bring surprises to both first-time and loyal patrons.

### ***New hawker stalls enrich Lau Pa Sat's repertoire***

Over 20 new hawker stalls are joining their predecessors at the hawker market to regale food lovers like you with a memorable gourmet experience.

### ***MICHELIN-recommended Eateries***

Named after the iconic comic character, **Lao Fu Zi Fried Kway Teow's** flagship outlet at Old Airport Road has garnered a loyal following. Pouring love into each plate and frying it individually is how the owner honors his late mother's 30-year legacy of cooking the classic dish. Be it the black or the unique white rendition, each comes with a generous serving of sliced sausage, fish cake and cockles. Over at **Nasi Lemak Ayam Taliwang**, savor the marriage of both Malay and Indonesian cuisines via a hearty plate of fragrant coconut milk rice, grilled chicken topped with a house-made traditional Indonesia sauce that packs a spicy punch, ikan bilis and sunny-side-up. The husband-and-wife duo met while working in the aviation industry and they decided to expand his family hawker business which was selling nasi lemak at the time.

### ***Food of Love***

Discover stalls with unique back stories of their own such as **The Warung Bali** which serves authentic Balinese dishes such as Ayam Betutu (spiced slow-cooked chicken) served original, fried, or grilled with a Sate Lilit (grilled chicken sate on lemongrass stalk). The owners, Juliana, a corporate lawyer, and I Wayan Suka, a dive guide, bonded while diving in Bali and eventually fell in love over home-cooked Balinese food. Love, too brought **The Viet Kitchen (123zo)** to Singapore as the owner left behind her successful milk tea-chain business in Vietnam and brought her grandmother's recipes here preserving her legacy. Have a taste of Central Vietnam with its Ban Ho Hue, a savoury-spicy beef noodles soup served with generous bean sprouts, onions, and shredded morning glory – its broth simmered over 6 hours using beef bone and original prawn paste from Hue.



*Lau Pa Sat*

Founded by an executive chef with more than 30 years of experience, **Ri Ri Hong Mala Xiang Guo** has risen in popularity and become a preferred choice for mala lovers. Its success is owed to its super gratifying sauce, a winning formula of 20 different spices. The stalls sit alongside well-established brands such as **Kallang Airport Wonton Noodle**. Each bowl is chockful of thickly sliced char siew, scattered on noodles that provide a firm bite. The wantons boast a juicy pork filling.

Furthermore, discover stalls that are operated by a new generation of hawkers, such as **Lu Bian Grilled Fish**, which serves the famed Asian-style grilled fish — the Ricefish is first butterflied, grilled, and soured in a pool of aromatic spices. Prefer sour foods? Opt for the Chinese Sauerkraut Fish version, whose sour-savoury note lingers on the palate. Get whisked away to Klang, Malaysia, with the mainstays of **Feng Xiang Bak Kut Teh**. The broth for its herbal bak kut teh is lovingly made with 15 different herbs and spices, and boiled for at least four hours. The spareribs are incredibly fork tender. Another must-try signature is the Sliced Fish Fried Porridge, whose broth is made with dried cuttlefish and other secret ingredients. It is then cooked over high heat, a process that imbues the dish with a wok-hei flavor.

There is also **Flames**, which is helmed by a local chef who has earned his stripes working with chefs of Michelin-starred restaurants. Relish the smoky hint and pronounced freshness of King prawns, Mussels and Lobsters in the Ocean's Platter. Or go with the assortment of delectable small plates selection ranging from Crispy Enoki Mushrooms to Chilli Bacon Fries. Pair the dishes with authentic Italian wines — a rarity in a hawker-centre setting — which are specially curated by in-house wine sommeliers.

Finally, cap off the gourmet session with the durians and desserts of **Tiong Bahru Durian**. Since 2018, it has been satiating the tastebuds of durian lovers with its durian mousse and soya bean curd. The desserts are topped with a creamy and thick puree made either with 100% pure flesh of Musang King or D24, for the ultimate indulgence.

*For full list of new stalls, refer to Appendix.*



# Lau Pa Sat

## **Wide Variety of Cuisines Catered to Different Makan Tribe at Lau Pa Sat**

From 10 August to 10 October 2023, join **Meow Meow** — Lau Pa Sat's mischievous Chief Makan Officer (CMO) on an adventure to celebrate the old and new hawker gems at the hawker market.

*"We are excited to introduce our mascot, Meow Meow into the hawker food conversations at Lau Pa Sat. Inspired by the Singapura cat and how cats used to roam around the hawker and fish market, we hope that Lau Pa Sat will continue to be a much-loved food destination for the best hawker selections under a unique monument. We are confident that both locals and tourists will embrace the fun nature of our loveable mascot and the food tribes featured in this campaign,"* said **Pauline Png**, Head of Customer Experience and Marketing (Food services), FairPrice Group.

### **Food Tribes:**

Are you the **Fearless Chope Warrior**, deftly snagging seats during the lunchtime frenzy while aiming for the quickest queue? Enjoy both variety and quick service with stalls such as **Teck Ee Mixed Veg Rice** or **Enak Sedap Nasi Kahwin**, both offer a myriad of cooked dishes that will satiate the hunger pangs. Or perhaps you are a **Supper Chiongster**, the night owl who is always on the lookout for the most vibrant after-dark supper spots or the football lover who is constantly looking for the perfect hang-out place to watch your favorite team on the field? Savour the best comfort food such as **Satay Street's** grilled meat skewers and seafood, or 24-hour perfect-for-sharing bite-sized snacks from **Lion City Dim Sum**, and local delights such as Hokkien Mee, Fried Kuay Teow, and Carrot Cake from **Seng Kee Local Delights**, **Fuxiao Fish Soup** serving a bowl of comforting fish soup, and many more.

Maybe you are one of the **Kopi Kakis**, always finding time to *la kopi* or even spill some tea over sweetened desserts or savory snacks such as **Munchi Pancakes'** assorted pancakes from green tea red bean, peanut, to strawberry cheese and thai milk tea or **Butter & Cream Bakery's** muffins, cheesecakes and specialty egg tarts. Or, you may belong in the **Hojiak Hunter** tribe, tirelessly scouring the city for the best Singaporean hawker dish regardless of the distance – making the quest at Lau Pa Sat with its wide variety of offerings a delightful discovery.



# Lau Pa Sat

## **CelebrATE Hawker Gems with Meow Meow @ Lau Pa Sat: Activities and prizes galore**

There is even more reason to be a part of the Lau Pa Sat community starting this September, as there are various fun and exciting activities lined up for the self-professed foodie. Win amazing prizes along the way!

Activities	Details
<b>From 10 August to 10 October 2023</b>	
<b>Exclusive Lau Pa Sat Merchandise</b>	<p>Bring home a piece of Lau Pa Sat when you redeem exclusive merchandise such as the Lau Pa Sat Coasters - meticulously crafted from upcycled disposable wooden chopsticks urban harvested from Lau Pa Sat; with the design inspired by the architectural charm of our National Monument produced in collaboration with ChopValue.</p> <p>Other merchandise up for grabs include Meow Meow tote bags and Lau Pa Sat thermal mugs. Spend at least \$10 in a maximum of 2 combined same-day receipts, and get to redeem these items at a special price (starting from \$2).</p>
<b>Million Linkpoints Lucky Draw</b>	<p>Participate in Kopitiam Hawker Gems Millions Lucky Draw and stand a chance to win big! Earn 1 lucky draw chance for every \$10 spent at Lau Pa Sat via the FairPrice Group app. From the grand prize of 1,000,000 Linkpoints to 50 Consolation Draws, there are prizes worth \$15,000 waiting for you! Do not wait – start your hawker adventure and winning journey today! For more information, please visit: <a href="https://www.kopitiam.biz/promotions/kopitiam-hawker-gems-million-linkpoints-lucky-draw-10-august-10-october-2023/">https://www.kopitiam.biz/promotions/kopitiam-hawker-gems-million-linkpoints-lucky-draw-10-august-10-october-2023/</a>.</p>
<b>Makan Tribe Quiz</b>	<p>Find out what your Makan Tribe is by taking this <a href="#">quiz</a>, and unleash your love for local hawker food. Seize the chance to be Lau Pa Sat's next Makan Ambassador, and get to redeem sure-win mystery gifts from Food Folks.</p>



## Lau Pa Sat

<b>Purr-fect Makan Dash</b>	Have some time to spare in between your feasting? Play Lau Pa Sat's Purr-fect Makan Dish then! Catch dishes and dodge cones in this exciting game — the top two scorers will get to win \$50 Lau Pa Sat vouchers.
<b>13 September 7pm</b>	
<b>Inaugural Satay Street Challenge</b>	Lau Pat Sat is known for its satay street, where the air is perfumed with the aroma of satay grilling. Have an insatiable appetite for satays? Form a team of four and pit yourselves against competitive eater Zermatt Neo, who has a current record of polishing off 253 satay sticks in 20 minutes! This fun and friendly challenge will take place on 13 September, 7pm.

Press kit can be found here: <https://bit.ly/lps-meowmeow2023>

##END##

For media enquiries, please contact:

Kung Qiao Rou, Mobile: 9654 1538, Email: [qiarorou@brand-cellar.com](mailto:qiarorou@brand-cellar.com)

Melissa Priya, Mobile: 8233 5097, Email: [melbernard@brand-cellar.com](mailto:melbernard@brand-cellar.com)

Ting Tan, Mobile: 8428 7139, Email: [ting@brand-cellar.com](mailto:ting@brand-cellar.com)

Jaslyn Low, Mobile: 8608 4629, Email: [jaslyn@brand-cellar.com](mailto:jaslyn@brand-cellar.com)

### **About Lau Pa Sat**

Established since 1894, Lau Pa Sat is Singapore's most iconic hawker market, and a must-visit food & retail destination for locals and visitors alike with a rich 129-year history. home to 80 over F&B stalls that collectively regale gourmands with local, Asian, western and Middle Eastern cuisines. It is also home to Singapore's largest open-air Satay Street - the one and only destination in Singapore to truly immerse yourself in the most authentic street hawker experience, as you order and savor delectable grilled skewers under the stars. To keep up with the times, it has embraced digitalization, allowing patrons to browse the menus of its 80 over stalls, order and pay for their food, all within the FairPrice Group app.

### **About Food Folks**

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 70% local food brands** and provides a launch pad to help local food retail and F&B brands grow and establish their brand presence.

### **About FairPrice Group**

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, Kopitiam, NTUC Foodfare and NTUC Link, with the purpose of making life better for all and to fulfil a vision of being a leader in everything food. FairPrice Group looks to optimise the resources of all four social enterprises and leverage their respective strengths to put customers first, provide better value for all and to make everything about food easy.

With an extensive network of close to 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise meals, food take-aways, and a rewards programme that delivers personalised and delightful experiences.

For more information on FairPrice Group, visit [www.fairpricegroup.com.sg](http://www.fairpricegroup.com.sg).

### **Chinese Translations of Terms**

FairPrice Group	职总平价集团
Lau Pa Sat	老巴刹

### **APPENDIX A: New Food Stalls at Lau Pa Sat**

<b>Stall No.</b>	<b>Stall Name</b>
4	Ming Kee Roasted Delight
5-6	Butter & Cream Bakery
7	Fuxiao Fish Soup
10	Seng Kee Local Delights
15	Huang Chao Teochew Noodle House
16	Qiu Lian Ban Mian



## Lau Pa Sat

21	Enak Sedak Nasi Kahwin
22	Lion City Dim Sum
24	RokUS A.G.B. Creative Korean Burger
27	Feng Xiang Bak Kut Teh . Fried Porridge
28	Teck Ee Mixed Veg Rice. Porridge
31	Hua Dee Hong Kong Roasted Delight
33-35	Chan Ke Mei Shi
36	Flames
37	Lu Bian Grilled Fish
46	喜豆- Happy Beans
47	Maya's Veggie Delight
48	The Viet Kitchen (123zo)
56	iEat Kitchen
57	Kallang Airport Wonton Noodle
60	Ah Lim Yong Tau Foo
63	The Warung Bali
71	Nasi Lemak Ayam Taliwang
61-62	Ri Ri Hong Mala Hot Pot
74-75	Lao Fu ZI Fried Kuay Teow
76A	Tiong Bahru Durian
79-87 (Stall 4)	Hook Coffee
88-95 (Stall)	Munchi