

FOR IMMEDIATE RELEASE

Hop for Joy into the Year of the Rabbit with Lau Pa Sat as it brings the iconic White Rabbit to life from 5 Jan to 5 Feb 2023

This Chinese New Year, the iconic heritage food hall reconstructs the iconic White Rabbit of our childhoods into a 5.5-metre tall inflatable and intersperses it into a myriad of attractions.



- Witness the **5.5-metre tall iconic White Rabbit**, sure to bring you back to your childhood
- Read your fortunes in Year of the Rabbit at the **Zodiac Reading Board**
- Taste **White Rabbit Peanut Nougat Ice Cream** won from the sure-win claw machine and savour **White Rabbit-inspired products from tenants** including White Rabbit Milk Muffin and White Rabbit Popsigato
- Redeem **exclusive White Rabbit Merchandise** (worth up to \$18) with minimum \$10 spent at Lau Pa Sat or Food Folks, or shop for them at Food Folks

#HopForJoy #SGGiveaway #LauPaSat #ChineseNewYear
Instagram: @laupasat.sg Facebook: laupasat.sg Website: laupasat.sg



SINGAPORE, 5 January 2022 – Lau Pa Sat, the iconic festival market and food hall that stands proudly as the only hawker centre housed in a national monument, invites one and all to **Hop for Joy this Year of the Rabbit with a one-of-its-kind collaboration**. It is partnering with Hao Food Sg to bring the iconic White Rabbit from the candy ubiquitous in all our childhoods to life for a food hall experience that is steeped in nostalgia.

Witness it as a 5.5-metre tall inflatable, all lit up for the best photographic opportunity, or taste it as a White Rabbit Peanut Nougat Ice Cream that you can win from a sure-win claw machine. Savour its signature flavour in a series of White Rabbit-inspired products from our tenants as well as limited edition merchandise that can be redeemed on a weekly rotation with different promotions. You can also read your fortunes for the year ahead on the Zodiac Reading Board to prepare for the new year!

The White Rabbit is more than just a candy – it has become a symbol of happiness across generations, connecting Lau Pa Sat to Southeast Asians far and wide. With its nostalgic white, blue and red packaging, lined with an edible rice paper, wrapping within it a classic creamy consistency and vintage taste, this Chinese candy has a special place in many people's memories and hearts.

Hop For Joy This Lunar New Year

From 5 January to 5 February 2023, a series of promotions and activations will be in full swing for your enjoyment, centred around the White Rabbit.



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Spend & Redeem White Rabbit Merchandise: Redeem exclusive White Rabbit merchandise (worth up to \$18) with minimum \$10 spent at Lau Pa Sat or Food Folks. A different merchandise will be featured each week, so collect them all! *While stocks last.*
[Refer to Appendix 1 for image]

5 January – 15 January	White Rabbit Enamelled Cup
16 January – 22 January	White Rabbit Fridge Magnet
23 January – 29 January	White Rabbit Canvas Bag
30 January – 5 February	White Rabbit Brooch

White Rabbit Ice Cream Claw Machine: Get 10% off + Bonus play on Sure-Win White Rabbit Ice Cream Claw Machine when you order or pay via the FairPrice App at Lau Pa Sat. Bonus ^88 Linkpoints with minimum spend of \$10 on the FairPrice App.

Lau Pa Sat Top 3 Spenders Rewards: Be one of the top 3 spenders who order or pay via the FairPrice app at Lau Pa Sat and walk away with a \$88 Lau Pa Sat Gift Card + Exclusive White Rabbit Tumbler.

Zodiac Reading Giveaway on Facebook & Instagram: Stand to win a set of Limited Edition White Rabbit Goodies worth \$88 when you comment your lucky colour for 2023! Follow these simple steps to participate:

1. Like this post
 2. Comment your lucky color for 2023 and tag 2 friends in your comment
 3. Follow @laupasat.sg and @haofood.sg
- 2 winners will be chosen from each platform. Giveaway ends 5 Feb 23:59.

**T&Cs apply: Winners will be announced via the post comments once the giveaway is closed. #HopForJoy #SGGiveaway #LauPaSat #ChineseNewYear*

Snap & Win Photo Contest on Facebook & Instagram: Snap a photo with our giant White Rabbit at Lau Pa Sat and stand a chance to win Limited Edition White Rabbit Bundle worth \$68! To participate, simply:

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1. Snap a photo with our giant White Rabbit at Lau Pa Sat
2. Tag and follow us @laupasat.sg , @foodfolkssg and @haofood.sg
3. 2 winners with the best photo and caption on each platform wins!

BONUS: Show us your post at Food Folks counter to redeem a mystery gift!
Giveaway ends 5 Feb 23:59.

**T&Cs apply: Winners will be announced via the post comments once the giveaway is closed. #HopForJoy #SGGiveaway #LauPaSat #ChineseNewYear*

Catch the Rabbit Giveaway on Facebook & Instagram: Catch the rabbit when it jumps to the highest point and stand a chance to win a Limited Edition White Rabbit Bundle worth \$88!! Follow these simple steps to participate:

1. Take a screenshot when the rabbit jumps up to the highest point
2. Tag and follow @laupasat.sg and @haofood.sg
3. Follow @laupasat.sg and @haofood.sg on Instagram.

Two winners will be chosen from each platform. Giveaway ends 17 Jan 23:59.

**T&Cs apply: Winners will be announced via the post comments once the giveaway is closed. #HopForJoy #SGGiveaway #LauPaSat #Chinese New Year*

White Rabbit-Inspired Tenant Products: If you'd like a taste of the White Rabbit reimagined in contemporary treats, look forward to the following:

- White Rabbit Milk Muffin (\$2.80) and White Rabbit Milk Doffin (\$2.90) by Butter & Cream
- Tangy Orange Rabbit Mocha (\$7.00), Coconut Popsigato (\$6.50), and White Rabbit Popsigato (\$5.50 per cup) by Hook Coffee

Visit <https://laupasat.sg/hopforjoy/> for more info.

Press kit link can be accessed here: <https://bit.ly/hopforjoyLPS>

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About Lau Pa Sat

First opening its doors in 1973, Lau Pa Sat is Singapore's oldest heritage food hall, home to 80 over F&B stalls that collectively regale gourmands with local, Asian, western and Middle Eastern cuisines. Here is also Singapore's largest open air satay street, with recognisable names such as Satay Power 6, Best Satay and The Original Satay Club operating here. To keep up with the times, it has embraced digitalisation, allowing patrons to browse the menus of its 80 over stalls, order and pay for their food, all within the FairPrice app.

About FairPrice Group

FairPrice Group was established in 2019 through the formation of three entities comprising NTUC FairPrice, NTUC Foodfare and Kopitiam, to cater to evolving consumer needs. With an extensive network of over 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 and food take-aways to the community. Part of the FairPrice Group family of brands, Food Folks @ Lau Pa Sat adheres to the business principles of Customer First, Better Value for All and Everything Food Made Easy bringing together the community and acting as a launch pad for local retail brands.

Chinese Translations of Terms

FairPrice Group	职总平价集团
Lau Pa Sat	老巴刹
Hao Food Sg	豪食品

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Appendix I - Spend & Redeem White Rabbit Merchandise

White Rabbit Enamelled Cup	White Rabbit Fridge Magnet	White Rabbit Canvas Bag	White Rabbit Brooch
			
5 - 15 Jan	16 - 22 Jan	23 - 29 Jan	30 Jan - 5 Feb

Appendix II - Overview of Hop for Joy at Lau Pa Sat


HOP FOR JOY THIS LUNAR NEW YEAR
 AS WE USHER IN THE YEAR OF THE RABBIT


 SCAN ME!


 SCAN ME!


SNAP, TAG & WIN WHITE RABBIT MERCHANDISE
 Snap a photo with our giant White Rabbit and stand to win White Rabbit Bundle worth \$68!

 BONUS: Show us your post at Food Folks counter to redeem a mystery gift!

*Terms and conditions apply


REDEEM WHITE RABBIT MERCHANDISE
 Redeem exclusive White Rabbit merchandise (worth up to \$18) with minimum *\$10 spent at Lau Pa Sat or Food Folks.

 A different merchandise will be featured each week, so collect them all!

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SURE-WIN WHITE RABBIT ICE CREAM CLAW MACHINE
 Get 10% off + Bonus play on Sure-Win White Rabbit Ice Cream Claw Machine when you order or pay via the FairPrice app at Lau Pa Sat (bonus *88 Linkpoints with min. spend \$10)

*Terms and conditions apply


TOP SPENDER REWARD
 Be one of the top 3 spenders who order or pay via the FairPrice app at Lau Pa Sat and walk away with a \$88 Lau Pa Sat Gift Card + Exclusive White Rabbit Tumbler

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