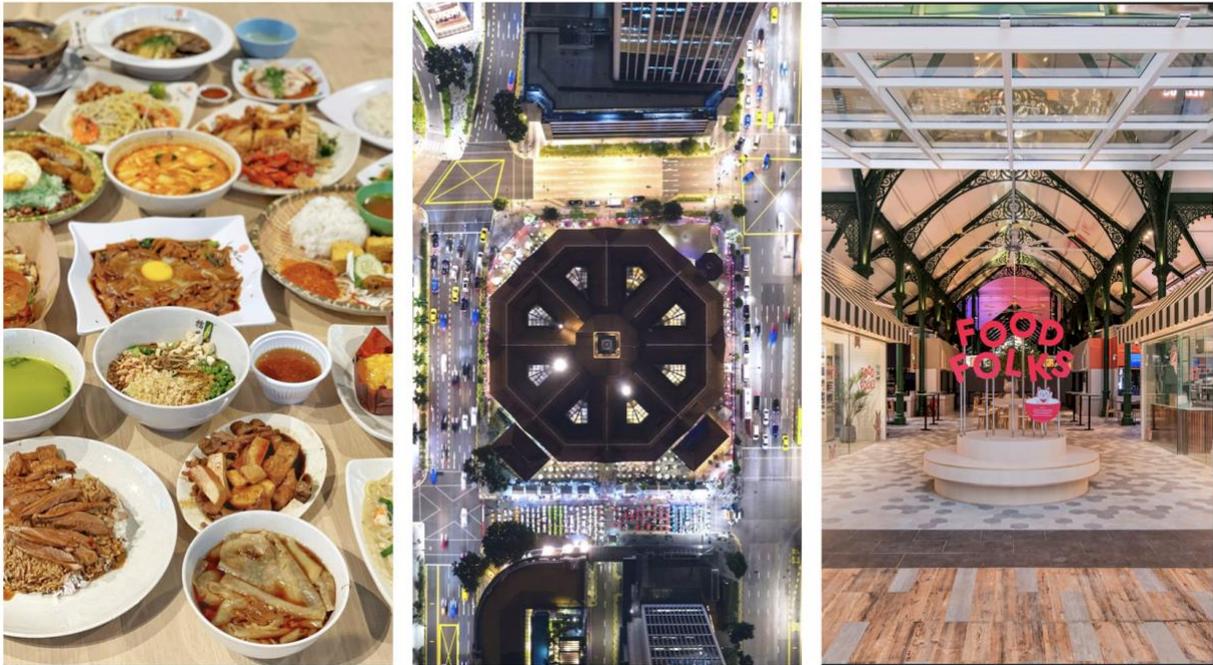


FOR IMMEDIATE RELEASE

**Iconic Heritage Food Hall, Lau Pa Sat Welcomes Visitors Back
with Over 80 Food Stalls, 100 Retail Brands and 2,000 Local Products**

CelebrATE @ Lau Pa Sat with food, fun and good times from 26 August to 2 October 2022



L-R: Food offerings at Lau Pa Sat; Lau Pa Sat night time; Entrance of Food Folks

- Savour a vast variety of local and international cuisines offered by over 80 food stalls, including **24 new additions**.
- Shop unique Singapore products from over 100 retail brands at Food Folks, Singapore's first food retail and F&B blended space focusing on over 2,000 local products. This includes **18 newly added local retail brands** and **Made with Passion food merchandise** as well.
- 70% of Lau Pa Sat's food stalls and retail brands are homegrown, with many of them actively **managed by local hawkerpreneurs and founders**.
- Lau Pa Sat boasts the **largest selection of local and international craft beers** in a local food hall, with close to 30 brands from around the world.
- Lau Pa Sat is also digitally enabled with the use of the FairPrice App for e-payment and earning/redeeming of LinkPoints (Link Rewards Loyalty program, similar to the one in FairPrice supermarkets), so now customers can pay using the app at participating stalls and earn/redeem points for meals & drinks too!

#LauPaSatCelebrATE

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SINGAPORE, **26 August 2022** – Lau Pa Sat is all set to welcome visitors back with new food stalls and more local retail brands at Food Folks! Go on a food exploration as the specially curated new stalls collectively dole out local delights, Thai, Vietnamese, Korean, Turkish, Mexican, Indian, Chinese and Hong Kong mainstays. Shop to your heart's content at Food Folks, which has added the products of 18 new local retail brands to its existing 100+ repertoire. With upcoming carnivals spanning six weekends (Fridays through Sundays) from 26 August to 2 October 2022, Lau Pa Sat is indeed where you can eat, shop and play!

The past two years of COVID-19 have hit the entire food and beverage industry hard, Lau Pa Sat included. But now the heritage food hall is emerging stronger, bringing not only great dining options but also a vibrant scene to Singapore's central business district.

A Food Paradise

An iconic landmark in Singapore with elegant old-world charm, Lau Pa Sat boasts **128 years of history and offers a wide variety of authentic local cuisine alongside modernised local and international dishes across its 84 stalls**. The rejuvenated food hall now comes with twenty-four new stalls.

Be whisked away to Thailand with the mainstays of **Mr Tom Yum Thai Kitchen**, which include the spicy-sour Tom Yum Soup. The chefs use authentic Thai spices and fresh ingredients to whip up their signatures. And from Thailand to Hong Kong — **Sing HK Kitchen** purveys an array of must-try dishes such as Scrambled Egg Fried Rice. Each grain of rice is coated with eggy goodness! Savour the slide-off-the-bone and intensely flavourful braised duck as well as the classic kway chap at **Swatow Bai Le Braised Duck**. Indonesian-style ayam penyet, with crunchy exterior and well-marinated meat, awaits at **Penyet King**.

Indulge in beef hor fun by **Wok of Wonders**, each plate full of wok hei flavour. The tender beef slices and silky rice noodles are soured in a robust gravy. Craving for local food? Be spoilt for choices at Lau Pa Sat. Opt for **Ling Jie Kampong Delights'** piping hot Bak Kut Teh or comforting Nasi Lemak or sidle up to **Golden Shoe Hokkien Mee** to get your delicious bowl of slurp-worthy prawn noodles.



Lau Pa Sat offers a wide variety of authentic local cuisine alongside modernised local and international dishes

Well-beloved stalls will continue to delight palates. **Fragrance Garden Chicken Rice**'s rendition of the national dish will leave you coming back for more — think juicy meat with perfect doneness and glistening skin, served with aromatic rice. Savour the eponymous traditional Hakka dish at **Thunder Tea Rice & Thunder Spize**: the gorgeously hued, nutritious offering made with green tea, mint, corridor and basil is light and nutritious. **Seng Kee Local Delights** wows with its signature prawn noodle — making its prawn broth is a laborious process, requiring hours of boiling prawn shells and heads. Treat yourself to **Shi Hui Yuan**'s Singapore-style hor fun, which sees the rice noodles paired with a variety of ingredients, from braised duck to braised spare ribs and braised mushroom.

Living up to its reputation as Singapore's largest open air satay street, Lau Pa Sat is home to nine satay stalls, with the most popular stalls being **Satay Cart 7 and 8**. Wash all the food down with a cup of freshly brewed and creamy teh tarik. From local breweries to a wide range of international craft beers, Lau Pa Sat offers the **largest selection of craft beers** to pair with the food, including these unique local labels available from Food Folks - The 1925 Brewing Co's **Liang Teh Lager, Kaya Toast Stout**; Brewerkz's **Islander Brew Series**. Bring home some comforting goodies for next-day indulgence, from muffins to Basque burnt cheesecakes, courtesy of **Butter & Cream Bakery**.

Nurturing A New Generation of Hawkers and Hawker Culture

Being a heritage food hall in Singapore, Lau Pa Sat is a fervent advocate of the support local movement. Many of the food stalls here are managed by local hawkerpreneurs and founders. Among the bevy are new-generation HawkerBoss as well as second- and third-generation hawkers who are passionate about preserving and promoting Singapore's hawker culture. The new HawkerBosses helm F&B stalls such as **Butter & Cream Bakery** and **Rokus & Freedomism**, the latter of which offers Korean-inspired handcrafted burgers. Second- and third-generation hawkers can be found hard at work at stalls such as **Uniquely Vegetarian**, **Golden Shoe Hokkien Mee**, **Fragrance Nasi Lemak** and **Wok of Wonders**.

More than 100 Retail Brands Now at Food Folks

Over the past six months, Food Folks, a concept at Lau Pat Sat that blends food retail and dine-in F&B experiences, has added 18 new local retail brands to its fold, bringing the tally to 87 local brands under one roof. Exclusive items inspired by local flavours that are available here include **Lychee Dragon Fruit Dark Chocolate**, **Pineapple Tart Caramelised Chocolate** and **Food Folks Lemongrass Pale Lager**. The space itself is home to an ecosystem of 106 local and international brands. Check out *Appendix B* for a list of highlights at Food Folks.



New Moon, MAD Coffee, Pristine Farm, Yocha Kombucha, Haflong Tea



Trouble Brewing, The Mind Cafe (Card games), Niang Brewery

CelebrATE @ Lau Pa Sat: Fun-filled Carnivals Over 6 weekends — Over \$5,000 Worth of Prizes to Be Won

As a special treat, Lau Pa Sat will be hosting six weekends (Fridays through Sundays) of carnival, named “**CelebrATE @ Lau Pa Sat**”, from 26 August to 2 October 2022! It is games and photo spots galore at the food hall. Rally your friends and family members and look forward to a multisensory feast. Enjoy a wide repertoire of cuisines, and then unwind at the game booths. Capture the memories of the day at the photo booths.

There will also be a lucky draw, with over \$5,000 worth of prizes up for grabs. The top three prizes include a staycation and an exclusive Food Folks goodie bag. There are additional 20 Kopitiam Cards with \$50 credits each to be won as well.



Activities for the carnivals are as follows:

- **CelebrATE Booklet:** Redeem a CelebrATE Booklet worth over \$25 for free at Food Folks with a minimum spend of \$10 (up to two combined receipts) at Lau Pa Sat from 23 August 2022. The coupon booklet comes with three \$5 food vouchers, four game tokens, and one lucky draw ticket.
- **Insta Spots:** Take Instagram-worthy photos at four different pop out interactive food-themed photo spots with your friends and family. Use the event hashtag #LauPaSatCelebrate for a chance to be featured on Lau Pa Sat’s social media platforms.
- **Retro Chic Carnival Games:** Let your hair down at the family-friendly games, which will appeal to both children and adults - **Seafood Fishing** for a test of control and accuracy; test your hand-eye

coordination with **Chopsticks Power**; show us your strength in **Milk Can Shake**; or be the champion of **Playground Toss**! There are attractive prizes to be won. Purchase additional game tokens to prolong the fun! **Note: Game booths will be open every Friday from 6pm to 10pm; every Saturday & Sunday from 12pm to 8pm.*



Lau Pa Sat is now digitally enabled with the use of the FairPrice App for e-payment. Customers can pay using the app at participating stalls and earn or redeem LinkPoints (Link Rewards Loyalty program, similar to the one in FairPrice supermarkets) for meals & drinks!

Download the FairPrice app via [Google Play](#) or [App Store](#) today!

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About Lau Pa Sat

First opening its doors in 1894, 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

APPENDIX A: New Food Stalls at Lau Pa Sat

No.	Stall Number	Stall Name
1	5	Mr Tom Yum Thai Kitchen
2	8	Mexican Cuisine & Chinese Cuisine
3	9	Swatow Bai Le Braised Duck
4	12	Sing HK Kitchen
5	22	Rokus & Freedomism
6	26	Golden Shoe Hokkien Mee
7	27	NoBak! x The Social Kitchen
8	29	House of Mookata
9	30	TIDJAI THAI FOOD
10	32	Los Patrones Mexican Street Food
11	38&39	Wok of Wonders
12	48	Penyet King
13	49&50	Archipelago Brewery
14	56	Teoswa Beef Kway Teow
15	57	Bon Appetit
16	58	LISA'S VIET KITCHEN
17	61&62	Ling Jie Kampong Delights
18	63	Ninja Mama
19	69	BBQ Chicken Wing & Western Cuisine
20	70	Turkish Cuisine
21	71	Mui Siong
22	76A	AROY Thai Snacks
23	96-103	Urban Roti

24	TC1	Teh Tarik (stall C1)
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APPENDIX B: Brand Highlights from Food Folks

Brands	Year Joined	Information
Aboocha	2022	Their kombucha are brewed in small batches to ensure good quality in each bottle. They have unique flavours like chrysanthemum and coffee kombucha
Haflong Tea	2022	Their tea is handcrafted and made from the finest ingredients and their tea set is one of the best sellers in the store.
The Mind Cafe	2022	They are a board game cafe and feature a myriad of innovative Singapore-themed games like Hawkers Wars and Singaporean Dream.
Aroma Truffle	2021	Top 10 brands in the store. One of the best truffle potato chips in Singapore.
Crusty's	2021	Top 10 brands in the store. Their tagline is "redefining snacks" and they constantly create new flavours for their snack range. Their newest creation is chicken rice and BBQ seafood potato chips.
Everything Good	2021	Top 10 brands in the store. Healthy gummy treat made from real fruits and herb extract.
Little Drom Store	2021	They specialise in creating Singapore themed merchandise like mugs and plates which feature local food and places of attractions.
Matchaya	2021	They specialise in premium grade matcha and other tea products and they have several cafes across Singapore
Brewerkz	2020	Top 10 brands in the store. They create unique local craft beers like Circuit Breaker, Sentosa Range and beer from NEWater
Fossa Chocolate	2020	Top 10 brands in the store. They specialise in making artisan chocolate in small batches using premium ingredients. They create innovative flavours like mala chocolate and salted egg chocolate. Food Folks worked with them for co-branding of products to create lychee dragon fruit chocolate and pineapple tart chocolate.

Hook Coffee	2020	They specialise in gourmet coffee and created unique flavours like Sweet Bundchen and Give Me Smores. They recently set up a physical cafe stall at Food Folks
Irvins	2020	Top 10 brands in the store. The most popular salted egg fish skin in Singapore.
Red Dot Brewhouse	2020	Local Craft beer brand who constantly innovates new flavours. They have a restaurant at Dempsey Hills.
The 1925 Brewing Co	2020	A local craft beer brand whom we work together to create the co-branded lemongrass lager that pairs well with Hawker Food.