



FOR IMMEDIATE RELEASE

Little Monsters, Get Ready for Gaga-Inspired Hawker Mayhem at Lau Pa Sat!
From 28 April to 31 May, the iconic hawker market heralds Mother's arrival in Singapore with Gaga-inspired bites and deals, photo spots, a singalong session, merch & more!



SINGAPORE, 30 April 2025 — The Mayhem Ball hits Singapore shores from 18 to 24 May, Lady Gaga's only stop in Asia. Little Monsters already have Mayhem on repeat, belting out her chart-topping hits and more since her latest studio album dropped earlier in March. While gearing up for the main event in the presence of Mother Monster, why not dial up the excitement at historic hawker **Lau Pa Sat**? The Grand Dame of Singapore Hawker Culture launches its **Hawker Mayhem** from **28 April to 31 May**, heralding the international star's arrival with Gaga-themed bites and deals, photo spots created from her iconic set pieces, merchandise, and there will even be a sing-along session to boot!

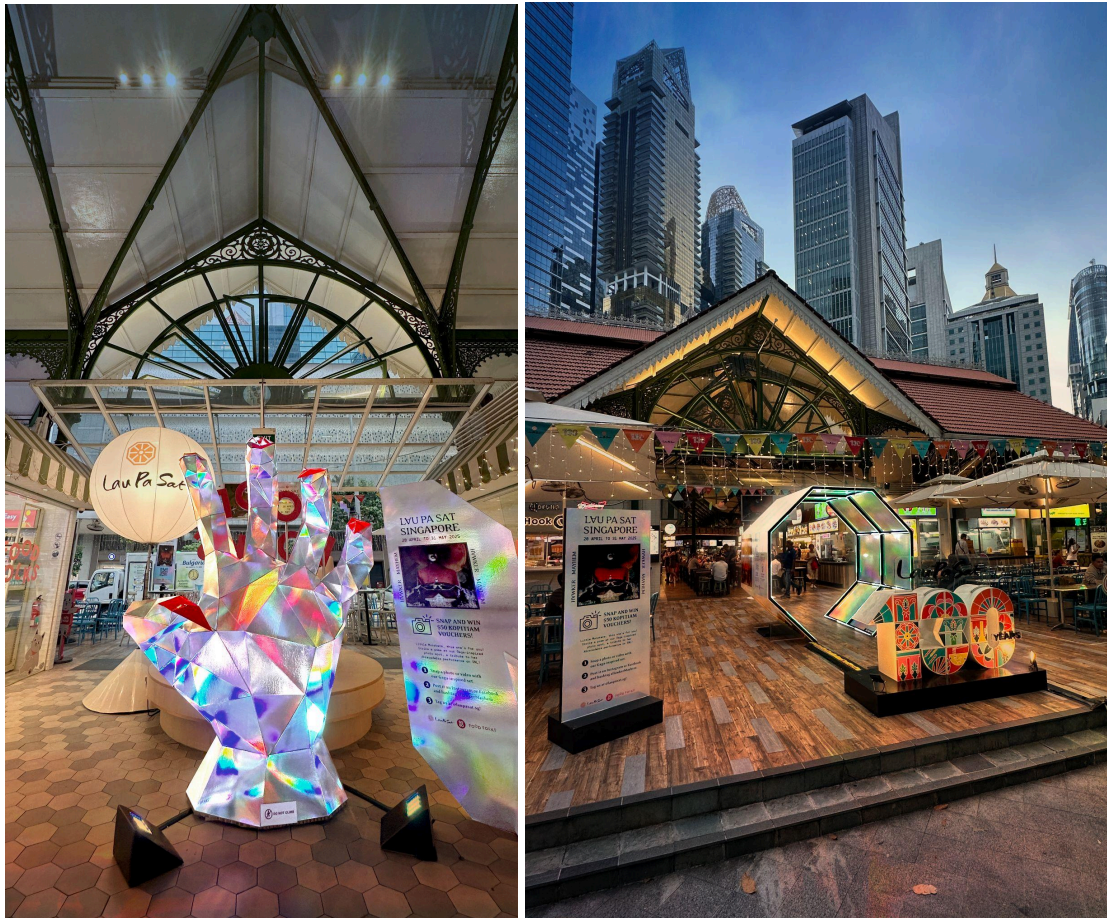
This event is not an official Lady Gaga concert, nor is it endorsed by the organisers of Lady Gaga's Mayhem Tour in Singapore. The event is independently organised by Lau Pa Sat to welcome Lady Gaga and her fans to Lau Pa Sat.

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Need that picture of you, it's so magical

Abracadabra! The area around Lau Pa Sat has been transformed into photo spots with eye-catching installations from Lady Gaga's iconic sets. Feel free to interact with these structures, dance like no one's watching, and take some photos for a chance to win!



Left: Monster Paw sculpture, Right: multi-hued psychedelic LED installation

While performers do jazz hands, Gaga is known for her famous 'Monster Paw', a signature gesture of Gaga and her legions of fans. Not only does she have it tattooed right over her heart, the iconic gesture has also been featured as a set piece during her concerts. Get wrapped up in the Gaga-grasp of a larger-than-life, 2.4-metre-tall Monster Paw sculpture at Lau Pa Sat's Atrium space (Cross Street entrance) — and don't forget to snap plenty of photos! Crafted from 100% recyclable, FSC-certified cardboard, the Monster Paw structure is a bold symbol of sustainable creativity.

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Are you the lady in red? Can you feel the beat under your feet? Shimmy your way into the gorgeous, multi-hued psychedelic LED light installation at Lau Pa Sat's Robinson Entrance — inspired by our national monument's iconic octagonal layout. With colour-changing swirls and moving light effects, it'll propel you straight to pop-star status.

Snap and Win: Little Monsters, simply strike a pose at any of the two Lady Gaga photo points at Lau Pa Sat and stand to win up to \$50 worth of Kopitiam Vouchers! Simply snap a photo with our Gaga-inspired structures, share on Instagram or Facebook and tag @laupasat.sg with #HawkerMayhem to stand a chance to win.

Tonight I'm not takin' no calls, 'cause I'll be singin'

On 24 May from 7.30pm to 9.30pm, set your Telephone on silent mode, because you're kinda busy...singing your heart out to Mother Monster's best hits with fellow Little Monsters at Lau Pa Sat! Our **live band** from Merry Bees will play a setlist of 10 of her best hits, including her duet with Bruno Mars, *Die with a Smile*, and the *Poker Face*, *Bad Romance*, and even her debut single that started it all, *Just Dance*.

He A-A-Ate My Heart

No need to worry about wolves in disguise at Lau Pa Sat. Instead, eat *your* heart out with a slew of fantastico tenant promotions and Gaga-themed creations inspired by Mother Monster herself:



Left: Munchi Pancakes' 'Little Monsters',
Right: Butter and Cream's Poker Face Doffin and Just Dance Berries Doffin

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At **Munchi Pancakes**, feast on specially created munchis just for the event. These pink-hued '**Little Monsters**' (\$6) come in a box of 6 Mini Munchis, brimming with surprise fillings that will be sure to sustain you for an entire night of dancing! These specially created 'Little Monsters' are available from April 28th to May 31st.

Then, head to **Butter and Cream**, for their unique donut and muffin hybrid, Doffins. To welcome the coming of Lady Gaga, they have come up with the **Poker Face Doffin** (\$3.60), filled with Pocky (Poker Faced, and Pocky, get it?), raspberry, smooth crème custard, and macadamia nut; as well as the **Just Dance Berries Doffin** (\$3.80), which will get your feet tapping with strawberry, raspberry, chocolate crème, tart cranberry, and vibrant orange peel. These special Poker Face and Just Dance Berries Doffins are available for a limited time only, from April 28th to May 31st.



Sour Candy Kamquat

Quench your thirst with **Kopi Kiosk's** zesty new **Sour Candy Kumquat drinks**—featuring **Ice/Hot Kumquat** (\$2.40 for Iced, \$1.90 for Hot) and **Kumquat Teh** (\$2.50 for Iced, \$2 for Hot). Catch it early at Lau Pa Sat and selected Kopitiam outlets starting 15 May.

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Flash your concert ticket and enjoy a free topping with any purchase—whether you're getting your açai fix at **Nakoko** or cooling down with gelato from **Creme & Cone**! Keeping you caffeinated and buzzing—**Hook Coffee** is offering 15% off your drink purchase when you flash your concert ticket. *The promotions at Hook Coffee, Nakoko and Creme & Cone runs from 18 to 24 May, and is not stackable with the 10% Fairprice App discount. Promotion is not applicable to alcoholic products.*

Right next to you...

Keep Gaga close to you with the limited-edition merchandise available at Food Folks, within Lau Pa Sat. Load up on concert staples and Lady Gaga-inspired merchandise for Little Monsters, which include Gaga-inspired **temporary tattoos**, **face gems**, and **LED glowing glasses** to bling up your concert attire – there's even some themed **sour candy** to help you pucker up!

I wanna take a photograph of that

Keep your receipts when you spend moolah at Lau Pa Sat or Food Folks, because a minimum spend of just \$10 entitles you to a **FREE Photo Booth Session**! After your meal and shopping trip, proceed to the Food Folks Counter to redeem your Promo Code for the session. Then, head to the Photo Booth near the Monster Paw sculpture at Lau Pa Sat's Atrium space (Cross Street entrance) to pose, smile, and snap! It's the best memorabilia as the picture frames will also be designed with Lau Pa Sat's Gaga theme. Make it count by doling up in your best Gaga-esque outfits for a memorable time with your fellow Gaga-loving friends!

Terms and Conditions:

- Redemption location is at Food Folks @ Lau Pa Sat from 10AM - 10PM daily.
- Limited to 2 combined same-day receipts and 1 redemption per person per day.

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- Redemption qualifying amount of \$10 is based on net purchase after deduction of discounts.
- Limited to the first 150 redemptions per day, while stocks last.

Little Monsters, are you ready for Gaga? Paws up for an epic pre- and post-concert Hawker Mayhem extravaganza at Lau Pa Sat!

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For high-resolution images, please refer to: <https://bit.ly/KopitiamLauPaSatLadyGaga2025>

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About FairPrice Group

FairPrice Group was established in 2019, bringing together four entities - FairPrice, Kopitiam, Foodfare and Link - with the purpose of making every day a little better by keeping daily essentials within reach for all. FairPrice Group strives to optimise the resources of all four entities and leverage their respective strengths to put customers first, provide better value for all and to make everything about food easy. By being easy on the wallet, experience and planet, FairPrice Group exemplifies its commitment to making every day a little better for all.

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.

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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 a rich 130-year 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.

Chinese Translations of Terms

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|-----------------|------|
| FairPrice Group | 平价集团 |
| Lau Pa Sat | 老巴刹 |

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Lau Pa Sat

Appendix

| Stall No. | Stall Name | Food Name / Promotion | Price |
|-----------|------------------|--|--------|
| 1 - 3 | Kopi Kiosk | Sour Candy Kumquat Drinks | \$2.50 |
| 5 - 6 | Butter and Cream | Poker Face Doffin | \$3.60 |
| | | Just Dance Berries Dance Doffin | \$3.80 |
| TA | Munchi Pancakes | 'Little Monsters' (box of 6) | \$6 |
| TA1 | Nakoko | Flash your concert ticket and enjoy a free topping with any purchase. | - |
| TA3 | Creme & Cone | Flash your concert ticket and enjoy a free topping with any purchase. | - |
| TA4 | Hook Coffee | Flash your concert ticket and enjoy a 15% discount off your drink purchase. | - |