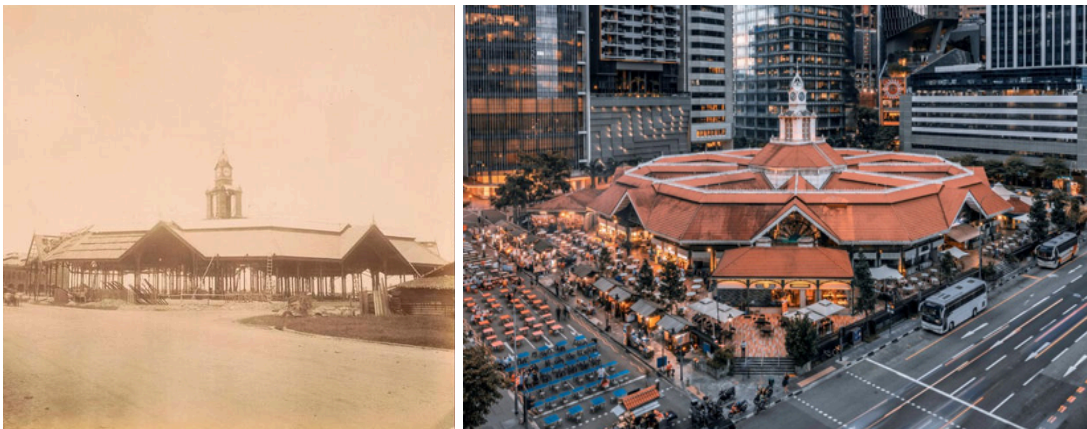




FOR IMMEDIATE RELEASE

Singapore's Lau Pa Sat Celebrates 130 Years of Legacy

- Launches immersive heritage trail featuring AR/VR technology experiences and a hand drawn heritage mural by Singaporean artist, Yip Yew Chong to bring Lau Pa Sat's rich history and culinary heritage to life
- Lau Pa Sat collaborates with famous singer, song writer, Dick Lee to compose heartwarming "The Song of Lau Pa Sat" signature song and introduces mini documentary series of "Our Lau Pa Sat Stories" (Morning, Noon and Night) through time together with exclusive anniversary merchandise.



Credit: Lau Pa Sat then and now: From a humble wet market by the sea in the 80s (left) to a modern-day Singapore food destination icon for locals and tourists to Singapore (right)

SINGAPORE, 27 June 2024 — Lau Pa Sat, Singapore's only hawker market under a gazetted national monument, managed by FairPrice Group's Kopitiam, commemorated its 130th anniversary today by launching "Feast for the Senses" experiences, a series of exclusive activities, assets, merchandise and deals for the public to enjoy. **(Appendix A)**

Singaporeans and visitors will now be able to immerse themselves in the history of Lau Pa Sat, with an interactive Augmented Reality (AR) and Virtual Reality (VR) **Lau Pa Sat Heritage Trail (Appendix B)**. More than a year in the making, the trail will take visitors back in time to witness the iconic hawker market's humble beginnings as a seaside wet market. AR and VR technology will enable guests to view the area's historic vistas first-hand, from the now defunct Telok Ayer Police Station in its heyday to the seaside landscape in front of Raffles Quay, to bustling scenes of fishermen and street hawkers peddling their wares by the roadside.

Visitors will also be able to experience Lau Pa Sat's century-long story through a recently unveiled ten by three metre mural - commissioned by FairPrice Group (FPG) in celebration of the anniversary - by renowned Singaporean artist Yip Yew Chong. The mural, dubbed 'From

Facebook | Instagram | TikTok: @laupasat.sg | YouTube: @LauPaSatSg
Official Website: www.laupasat.sg

Shoreline to Skyline', depicts Lau Pa Sat's transformation over the decades, in tandem with the surrounding central business district.

FPG also collaborated with Dick Lee, critically acclaimed singer-songwriter and recipient of the 2005 Cultural Medallion for his contributions to music, to produce '**The Song of Lau Pa Sat**', a commemorative track that evokes the vibrant atmosphere of the area through Lee's characteristic lyrical style. 'The Song of Lau Pa Sat' will be used in Lau Pa Sat's marketing and complement the clock tower's familiar hourly peals.

Customers will also be able to bring a piece of the area's history back with them, through **exclusive merchandise**, including those designed in collaboration with Singaporean artist Yip Yew Chong and local illustrator Lee Kow Fong, also known as Ah Guo. Each piece of exclusive merchandise - from pouches to stationery - features Lau Pa Sat's 130th anniversary logo and unique depictions that pay homage to Singapore's rich hawker culture. The commemorative merchandise will be available for a limited time at Food Folks @ Lau Pa Sat. **(Appendix C)**

"Lau Pa Sat is an integral part of Singapore's rich hawker heritage, and we are proud to be the custodians of this hawker market, a cultural gem. Kopitiam, and FairPrice Group are committed to ensuring that this national monument remains accessible and enjoyable for all. We believe that the everyday Singaporean should be able to have access to world-class satay, hokkien mee, prawn mee and other international delights. At FairPrice Group, we will do all we can to promote and protect the rich hawker culture heritage of Lau Pa Sat so that Singaporeans will be filled with pride when they talk about their local cuisine globally," said **Mr Vipul Chawla, FairPrice Group, Group CEO**.

Lau Pa Sat, first declared a national monument in 1973, has existed since colonial times. In 1894, the former "Telok Ayer Market" was relocated from its past location and rebuilt on reclaimed land, where it still stands.

Today, Lau Pa Sat has evolved into Singapore's most iconic hawker market with more than 80 stalls offering local favourites and international cuisine, including 6 MICHELIN-recommended eateries. Within Lau Pa Sat, visitors can also find Singapore's first "Everything Food" blended retail space supporting heritage and innovative local brands, Food Folks @ Lau Pa Sat, and Singapore's largest open-air Satay Street offering authentic street hawker experiences.

"For 130 years, Lau Pa Sat has been serving the needs of our community, enabling success for businesses and fostering jobs for workers. As we celebrate this milestone, we reaffirm our commitment to enhancing the well-being of the working people, especially our union members. I have every confidence that FairPrice Group and Lau Pa Sat will continue providing 'Everything Food' at affordable prices and great value," said Mr Ng Chee Meng, NTUC Secretary-General.

At the anniversary launch event, guests, including guest of honour NTUC Secretary-General Ng Chee Meng, had the opportunity to experience a guided tour of the hawker market's newly

unveiled features, including the Lau Pa Sat AR/VR Heritage Trail that brings you back in time, the 'From Shoreline to Skyline' Mural, and the launch of 'The Song of Lau Pa Sat'. All activities are open to the public.

For high-resolution images on Lau Pa Sat's 130th Anniversary, please refer to: https://bit.ly/LauPaSat_130YearsOfLegacy

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CHINESE TERMS

FairPrice Group	平价集团
Lau Pa Sat	老巴刹
Lau Pa Sat Heritage Trail	老巴刹历史步道
'From Shoreline to Skyline' Heritage Mural Wall	'海岸线美出天际' 历史壁画
The Song of Lau Pa Sat	老巴刹之歌
Our Lau Pa Sat Stories	我们在老巴刹的故事
Vipul Chawla Group Chief Executive Officer, FairPrice Group	韦朴 集团总裁, 平价集团
Ng Chee Meng Secretary-General, NTUC	黄志明 秘书长, 全国职工总会

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About FairPrice Group

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, NTUC Foodfare, Kopitiam, 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 entities 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.

About Lau Pa Sat

Established in 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 130-year history. Home to 80 over F&B stalls that collectively regale gourmards 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 savour 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

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.

APPENDIX A - LAU PA SAT 130TH ANNIVERSARY HERITAGE TRAIL HIGHLIGHTS

More than A Year in the Making: Unique and Engaging Virtual Tour experiences

Lau Pa Sat invites everyone on a captivating storytelling journey through Singapore's hawker culture with the specially curated **Lau Pa Sat Heritage Trail**. This free, immersive experience incorporates augmented reality (AR) and virtual reality (VR) technology to transport visitors back in time and witness the area's nostalgic evolution from a seaside wet market to the vibrant hawker haven it is today.



Meticulously crafted through a year of research and heritage consultation, the trail breathes life into scenes from yesteryear. Utilising archival photos, the AR experience offers a unique, accessible and engaging way to learn about the market's history.

Going beyond visuals, the AR experience seamlessly integrates with social media, allowing visitors to capture themselves against the nostalgic backdrops and share them on social media. Imagine posting photos with the breath-taking sea view right in front of

Raffles Quay, the old central water fountain, the now-defunct [Telok Ayer Police Station](#), or bustling scenes with fishermen and street hawkers peddling their wares by the roadside.

Despite its century-long evolution, Lau Pa Sat's essence remains - the original Victorian cast-iron architecture and structure, built with prefabricated cast-iron columns from Glasgow, Scotland and assembled here, and the stately clock tower, one of four major public clocks in the pre-war city centre of Singapore and the first sight that greeted many seafaring visitors as their steamships docked in the Singapore harbour.

“Our Lau Pa Sat Stories” 3 Parts Mini-docu Series

Adding another layer to the experience is the exclusive 3-part mini-docuseries, “Our Lau Pa Sat Stories”. This video series features stories of how Lau Pa Sat has touched the lives of people across generations, and backgrounds over time.



‘From Shoreline to Skyline’ Heritage Mural Wall (left) and “Our Lau Pa Sat Stories” 3 part mini-Docu Series (right)

'The Song of Lau Pa Sat'

The virtuoso behind 'The Song of Lau Pa Sat' is none other than Dick Lee, a critically acclaimed multi-hyphenated Singaporean artiste. Lee is a recipient of the 2005 Cultural Medallion for his contributions to music. The song exemplifies Lee's characteristic lyrical style, vividly evoking the vibrant atmosphere around food and hawkers, sense of emotional pride and camaraderie that Lau Pa Sat fosters from sunrise to sunset. The beautiful music arrangement is by Dr. Sydney Tan, also a well known music producer of patriotic national day songs.

Those who have dined at Lau Pa Sat are no stranger to the iconic clock tower's hourly peals. After almost three decades, the familiar 'Westminster Quarters' commonly heard on church bells and clock towers will soon be replaced by the unique melody that is 'The Song of Lau Pa Sat'.

Exclusive 130th Anniversary Merchandise

Lau Pa Sat has also collaborated with Singaporean illustrator Lee Kow Fong, affectionately known as Ah Guo, to create a visual journey through the corridors of Ah Guo's memories in the form of exclusive Lau Pa Sat 130th anniversary merchandise. These include pouches and stationery, allowing visitors to bring a piece of Lau Pa Sat home, with style and function.

Every piece of exclusive merchandise features Lau Pa Sat's 130th anniversary logo which was designed to pay homage to the market's rich history in Singapore's hawker scene. The logo blends iconic architectural elements – think Victorian cast-iron columns, ornate leaves, and the signature octagonal layout – with vibrant imagery that captures the essence of Lau Pa Sat's hawker culture.

These commemorative collectibles will be available for a limited time at **Food Folks @ Lau Pa Sat**, Singapore's first "Everything Food" blended retail space championing local brands. With over 75 per cent of their diverse product range sourced from local makers, Food Folks @ Lau Pa Sat offers visitors a unique opportunity to discover and acquire a unique piece of Singapore's culinary heritage.

APPENDIX B - LAU PA SAT HERITAGE TRAIL STATIONS

From
Shoreline
To
Skyline
Lau Pa Sat Heritage Trail

1 'From Shoreline to Skyline' Heritage Mural Wall
Hand painted by renowned local mural artist Yip Yew Chong, the mural traces Lau Pa Sat's timeless presence through the market's many phases across generations.

2 A Cosmopolitan Food Culture
Learn more about Singapore's hawker culture and how Lau Pa Sat has played a pivotal role in preserving our UNESCO's intangible cultural heritage.

3 Old Market, New Life
Travel back in time to witness Lau Pa Sat's transformation from a humble wet market to the vibrant hawker market you see today.

4 Our Lau Pa Sat Stories
Our mini documentary inspire viewers to rethink, reconnect and refresh their encounters with Lau Pa Sat through stories across generations.

5 Constructing a Marketplace
Discover Lau Pa Sat's intricate Victorian architecture and design, and see the elements come together to form the iconic marketplace.

Lau Pa Sat Heritage Trail Stations				
No.	Item	Type	Details	Link
-	Lau Pa Sat Heritage Trail	Overview	Immerse in the rich history of Singapore's hawker culture and uncover Lau Pa Sat's pivotal role in preserving UNESCO's intangible cultural heritage. Travel back in time and witness the metamorphosis of Lau Pa Sat from a humble wet market to the vibrant hawker haven, which stands as a testament to time and tradition.	https://www.laupasat.sg/heritagetrail

1	'From Shoreline to Skyline' Heritage Mural Wall	Mural	<p>Title: "From Shoreline to Skyline" Artist: Yip Yew Chong Dimensions: 10m wide x 3m tall Location: Lau Pa Sat, 18 Raffles Quay, Singapore 048582, facing Boon Tat Street (Satay Street)</p> <p>This continuous whimsical scene is a story-telling mural painted by Singaporean artist Yip Yew Chong. It visually depicts the evolution of Lau Pat Sat, from being a fish market in Singapore by the sea established in 1824, to being a food court in its present location. The scenes morphed seamlessly across the two centuries, from day to night, bringing the viewer on a journey through time. In his usual panoramic, yet intricate style, he painted life-sized details of food and characters, enticing the viewer to interact with them. To add more fun and twists, Yip added playful out-of place elements such as the chicken 'chope-ing' the seat nonchalant to the pigeon's stare; the runaway crab, the coolie Jacquermart striking the bells of the clock tower; naughty children "fishing" chicken wings; and his signature grumpy cat eating satay. Have fun spotting them all!</p>	https://www.laupasad.sg/mural-wall-360/
2	A Cosmopolitan Food Culture	Heritage Panel	Learn more about Singapore's hawker culture and how Lau Pa Sat has played a pivotal role in preserving our UNESCO's intangible cultural heritage	
3a	Old Market, New Life - Market by the Sea	Heritage Panel with AR Experience	Travel back in time to witness Lau Pa Sat's transformation from a humble wet market to the vibrant hawker market you see today. The scene was meticulously recreated with great attention to detail, including the monument's era-accurate paint treatment.	https://www.laupasad.sg/market-by-the-sea/ https://www.instagram.com/ar/464021989504280?utm_source=qr

3b	Old Market, New Life - Urban Renewal	Heritage Panel with AR Experience	Travel back in time to witness Lau Pa Sat's transformation from a humble wet market to the vibrant hawker market you see today. The scene was meticulously recreated with great attention to detail, including the monument's era-accurate paint treatment.	https://www.laupasad.sg/urban-renewal/ https://www.instagram.com/ar/1143915320212472?utm_source=qr
4	Our Lau Pa Sat Stories	Mini Docu Series	Our mini-docu series inspires viewers to rethink, reconnect and refresh their encounters with Lau Pa Sat through stories across generations.	https://www.laupasad.sg/heritage/our-lau-pa-sat-stories/
5a	Constructing a Marketplace - Cast Iron Fountain	Heritage Panel with AR Experience	Discover Lau Pa Sat's intricate Victorian architecture and design, and see the elements come together to form the iconic marketplace.	https://www.laupasad.sg/laupasat_fountain/
5b	Constructing a Marketplace - Clocktower	Heritage Panel with AR Experience	Discover Lau Pa Sat's intricate Victorian architecture and design, and see the elements come together to form the iconic marketplace.	https://www.laupasad.sg/laupasat_clocktower/
5c	Constructing a Marketplace - Reconstructing a Marketplace	Heritage Panel with AR Experience	Discover Lau Pa Sat's intricate Victorian architecture and design, and see the elements come together to form the iconic marketplace.	https://www.laupasad.sg/laupasat/

APPENDIX C - FACTSHEET ON EXCLUSIVE MERCHANDISE AND DEALS

Lau Pa Sat 130th Anniversary Merchandise

These commemorative items will be retailing at **Food Folks @ Lau Pa Sat** for a limited time only, while stocks last. From 1 July to 31 August, NTUC Union members can enjoy a 10% discount off their total receipt when their purchases at Food Folks include any of the Lau Pa Sat 130 merchandise.



No.	Item	Price
1	LPS130 Tote Bag	\$9.90
2	LPS130 Notebook	\$8.50
3	LPS130 Enamel pins	\$6.90
4	LPS130 Clock Tower Mug	\$15.90
5	LPS130 Fossa Chocolate (Sakura Bundung with Macadamia)	\$13.00
6	Ah Guo Notebook	\$2.90
7	Ah Guo A4 File	\$2.00
8	Ah Guo Magnet	\$3.90
9	Ah Guo Postcard	\$2.50
10	Ah Guo Pouch	\$15.00
11	Yip Yew Chong Postcards	\$2.50 (Limited Stocks)

Stamp Card event to redeem Ah Guo x Lau Pa Sat merchandise



From 1 May 2024 to 31 July 2024, collect 1 stamp with every \$10 spent at either retail or F&B stores in Food Folks. Collect all five exclusive Ah Guo merchandise during this period.

Terms and conditions apply:

- While stocks last and subject to availability.
- Stamp redemption at Food Folks @ Lau Pa Sat retail counter, from 10am to 9.30pm daily.
- A minimum spend of \$10 is applicable to both retail and F&B stores in Food Folks.
- Lau Pa Sat and Food Folks are not responsible for any lost, stolen or damaged Stamp Redemption Cards.
- Damaged stamp redemption cards will not be accepted.
- Images shown are for reference only.
- Lau Pa Sat and Food Folks reserve the right to amend the terms and conditions without prior notice, and to all final decisions.

\$1.30 Flash Deals at Lau Pa Sat for 13 Consecutive Weeks



As part of the 130th Anniversary celebrations, Lau Pa Sat will be launching 13 weeks of \$1.30 Hawker Flash Deals from 1 July 2024. The flash deals will showcase the top 13 hawker favourites in Singapore, as voted by 800 Singaporeans¹.

From 1 July – 23 September 2024, look forward to redeeming your hawker favourites such as chicken rice, laksa, satay, chicken biryani and more at just \$1.30 **every Monday**, capped at 130 redemptions! Follow **@laupasat.sg** on Facebook and Instagram to find out the flash deal of the day. To redeem, simply input the promo code into the **FairPrice Group app** and scan the QR code at the respective stalls.

Terms & conditions:

- Limited to 1 redemption per customer per week
- Promotion is available at the respective stalls at Lau Pa Sat only
- Promotion is valid for the first 130 redemptions issued or until Monday ends, whichever earlier.
- Promotion is available for takeaway, and additional charges will apply.
- Promotion cannot be used in conjunction with other promotions/discounts/coupons

¹ Milieu's online survey of 800 Singaporeans/ Singapore Permanent Residents conducted between 27th January to 6th February 2023.

Limited Edition 130th LPS Satay Bun Set

Lau Pa Sat 100

CELEBRATING 130 YEARS OF LAU PA SAT WITH

SATAY BUN SET

Limited quantity daily

NTUC Union Members: **\$2.50**
Public: \$3.00

KOPITIAM

C8

Nutri-Grade is based on standard recipe (before addition of ice)

THE KOPI KIOSK
by KOPITIAM

Terms & Conditions:
• Present valid NTUC Union card upon order. Limited to 1 set per card. • Dine-in only. For takeaway orders, additional charges apply. • Items are while stocks last. • Available at Lau Pa Sat only • Not applicable with other promotional offers and/or discount privileges • Picture is for illustration purpose only.

Customers can enjoy a limited edition Satay Bun Set as part of the Lau Pa Sat 130th Anniversary, available at \$3 per set, NTUC Union Members can purchase a set at \$2.50.

Terms & conditions:

- Present valid NTUC Union card upon order
- Limited to one set per card
- For takeaway orders, additional charges apply
- Items are while stocks last
- Available at Lau Pa Sat only
- Not applicable with other promotional offers and/or discount privileges