



FOR IMMEDIATE RELEASE

Taylor-themed Sing-Along Experiences and Exclusive F&B Flavours at the Iconic Lau Pa Sat. Created for fans to enjoy from 1st to 9th March 2024



- *Lau Pa Sat will host a casual sing-along session of Taylor Swift songs led by local band On The Rox on 8th March, 7.30pm, open to all in Singapore*
- *Exclusive Taylor-inspired friendship bracelets and fedora hats, Taylor-themed gelato and Min Jiang Kueh flavours between 1st to 9th March at Lau Pa Sat and Food Folks*

Singapore, February 21, 2024 – Going to the Taylor Swift concert? Whether you are or not, you can enjoy belting out your favourite Taylor Swift songs at Singapore’s most iconic hawker market - Lau Pa Sat. Lau Pa Sat will be hosting a sing-along session of Taylor Swift songs performed by a live band. Exclusive Taylor-themed bracelets and F&B deals will be made available from 1st to 9th March 2024.

The sing-along session of Taylor Swift songs - scheduled for 8th March 2024 from 7:30pm - 9.30pm - will be open to the public, featuring open-mic style entertainment led by local band On



The Rox. Diners can immerse themselves in the evening's fun while singing along to "You Belong With Me", "Blank Space", "Love Story" and many more.

In a nod to the friendship bracelet trend that has seen a massive rise in popularity with the singer's fan base, Food Folks - Lau Pa Sat's on-site retail store - will offer custom, handmade Taylor-themed friendship bracelets, Taylor-inspired fedora hats from 1st to 9th March 2024 for a limited time, whilst stocks last. Fans can look forward to receiving a free friendship bracelet with a minimum spend of \$19.89 (Taylor's birth year) in a single receipt and get 50% off the Lau Pa Sat exclusive fedora hat upon flashing their concert ticket. Fans can also expect to enjoy Taylor-themed food selections from Food Folks' F&B tenants including Creme and Cone's Yogurt Lavender ice cream called Lavender Haze and Munchi Pancakes' newly launched "Enchanted" Apple Cheese pancake.

As one of Singapore's most culturally significant establishments that has remained relevant and exciting for its customers over its 130-year history. In March, Lau Pa Sat aims to provide a memorable food and retail experience for fans to celebrate Taylor Swift's long-awaited visit to the sunny island.

For more information and updates, visit <https://www.laupasat.sg> or follow us on @laupasat.sg on Instagram.

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

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For media enquiries, please contact:

Melissa Priya, Mobile: 8233 5097, Email: melbernard@brand-cellar.com

Kung Qiao Rou, Mobile: 9654 1538, Email: qjarorou@brand-cellar.com

Ting Tan, Mobile: 8428 7139, Email: ting@brand-cellar.com

Jaslyn Low, Mobile: 8608 4629, Email: jaslyn@brand-cellar.com

About Lau Pa Sat

Established in 1894, Lau Pa Sat is **Singapore's most iconic hawker market** housed in a historic, gazetted national monument, and a must-visit food & retail destination for locals and visitors alike with a rich 130-year heritage. Home to 80 over curated F&B stalls spanning Local Hawker Favourites, Asian, Western, Middle Eastern and other international 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. Savor the delectable grilled skewers against a magical, unforgettable experience under the stars.

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 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 more than 100 local & international brands with 2,000 products to excite & delight shoppers in one food space so people can eat their favorite hawker food and shop unique food brands to their heart's content.

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, to on-premise cooked food meals and food take-aways to the community.

Chinese Translations of Terms

FairPrice Group	平价集团
Lau Pa Sat	老巴刹