

FEST ON A GREAT STREET

Participating Malls

313
@somerset

FORUM
The Shopping Mall

orchardcentral

PARAGON

SCOTT'S
SQUARE

Takashimaya S.C.
Singapore
Takashimaya City

WISMA
ATRIA

Held On



Official Card





CONTENTS

- ❖ FIESTA ON A *GREAT STREET* 2017
 - ❖ LOCAL GOURMET FIESTA
 - ❖ SHOP, DINE AND REDEEM
 - ❖ WIN STAYCATIONS
- ❖ ORCHARD ROAD BUSINESS ASSOCIATION
OFFICIAL CARD - MASTERCARD®
 - ❖ MEDIA CONTACTS

FIESTA ON A *GREAT STREET*

INAUGURAL EDITION OF LIFESTYLE & SHOPPING CAMPAIGN TO DEBUT ON ORCHARD ROAD

17 APRIL 2017: Orchard Road, one of the most recognised shopping streets in Asia, is set to launch its first-ever lifestyle & shopping campaign, **Fiesta On A Great Street**, this Friday. From 21 April to 21 May 2017, this is a four-week extravaganza to be held at participating malls and hotels along Orchard Road.

True to its theme, **Fiesta On A Great Street** where one can shop, dine, play and stay on Orchard Road, the new campaign features various pop-up lifestyle events and of course, irresistible shopping promotions and dining deals, only available on Orchard Road.

Created with the lifestyle indulgences of local and foreign visitors on Orchard Road in mind – fashion fanatics, foodies or families, one will be spoilt for choice with the wide variety choice of activities and shopping promotions, ranging from dining to beauty and from fashion, wellness to hotel staycation deals. There is certainly something for everyone on Orchard Road during **Fiesta On A Great Street**.

LOCAL GOURMET FIESTA

Launching **Fiesta On A Great Street** is the Local Gourmet Fiesta, a one-off dining pop-up at Shaw House on the first weekend from 21 to 23 April 2017. For the first time, foodies on Orchard Road can savour culinary signatures by 6 popular local restaurants, including well-known Good Chance Popiah and Keng Eng Kee Seafood.

Fiesta On A Great Street is organised by Orchard Road Business Association [ORBA], proudly supported by official card Mastercard® and participating malls such as 313@somerset, Forum The Shopping Mall, Takashimaya Shopping Centre/ Ngee Ann City, Orchard Central, Paragon, Scotts Square and Wisma Atria.

EVENT HIGHLIGHTS

21 – 23 APRIL 2017 LOCAL GOURMET FIESTA SHAW HOUSE BUILDING, L1 FOYER

In addition to sampling signature creations by well-known local restaurants around the island, visitors can participate in Master Classes and pick up culinary tips in local “Tze Char” dishes such as Coffee Pork Ribs or learn the art of making a heritage dish Mee Sua by using a special recipe created by 98-year old Ah Gong, the 2nd generation owner of Good Chance Popiah.

Seats for Master Classes are on a first-come-first-served basis. Registration fee per class is \$28.21 per person.

20% of the food sales and Master Classes proceeds go to Singapore Red Cross Society.

“ORBA is excited to present the inaugural edition of *Fiesta On A Great Street* this April. In addition to the retail therapy our shoppers often enjoy at many flagship stores along Orchard Road, we want to add another refreshing dimension by creating new experiences such as the Local Gourmet Fiesta, where visitors can enjoy a different yet engaging dining weekend on Orchard Road, and even support the local charities whilst at it.

As one of the most famous shopping streets in the region, we constantly strive to ensure that the shopping experience on Orchard Road is a rewarding one too, and this time, together with the support of our stakeholders and official card Mastercard®, the promotion program in *Fiesta On A Great Street* is designed with a wider range of dining, fashion, beauty, hotels’ staycation deals and more, catering to every discerning shopper of any budget on Orchard Road.”

Steven Goh, Executive Director, ORBA
[Orchard Road Business Association]

SHOP, DINE & WIN!

Exclusive Mastercard® Shopping Privileges For Everyone

Shopaholics can now look forward to the most rewarding retail experiences at participating shopping malls along Orchard Road. With a myriad of exclusive **Mastercard** shopping privileges in-store, it will be an incredible shopping paradise for all.

For beauty lovers, treat oneself to the latest make-up and skincare products with brands like M.A.C and Jurlique and wellness treatments such as LPG Endermospa Total Care at \$88 (U.P \$300) at Ngee Ann City.

Not to be missed, attractive fashion buys include 50% off Converse apparels and accessories with any purchase of footwear, 10% regular-priced items from agnès b and more.

Unique Dining and Staycation Deals in Participating Hotels

Tired from all the shopping? Take a break and enjoy dining promotions such as discounted high tea buffet, 1-for-1 buffet and many more, only available at Orchard Road.

The deal gets sweeter for couples and young families who love staycations right in the bustle of Orchard Road. Book Hotel Jen orchardgateway, Hotel Jen Tanglin and Regent Hotel from 21 April – 21 May to enjoy late check-out, 15% off weekend rates and even complimentary upgrades.

Spend and Redeem with Mastercard

Charge a minimum of S\$300 nett to your Mastercard credit/debit card at participating malls on Orchard Road to redeem S \$30 worth of shopping vouchers!*

Limited to the first 200 Mastercard cardholders per week per mall for Week 1 (Fri 21 April – Thu 27 April 2017) and Week 2 (Fri 28 April – Thu 4 May 2017) respectively; and on a while-stocks-last basis for Week 3 and Week 4 (Fri 5 May – Sun 21 May 2017).

Masterpass by Mastercard X ComfortDelGro Taxis Promotion [\$5 off taxi fare]

Enjoy \$5 off taxi fare with promo code “ORCHARD” when you ride with ComfortDelGro (CDG) via Taxi Booking App through Mastercard payment to and from the 7 participating malls: 313@somerset, Forum The Shopping Mall, Orchard Central, Paragon, Scotts Square, Takashimaya Shopping Centre / Ngee Ann City and Wisma Atria.

Promotion is valid on Fridays, Saturdays & Sundays and capped at 500 rides every Friday to Saturday, from 21 April to 21 May.

Other terms & conditions apply, visit www.orchardroad.org for more information.

Official Card



WIN 2D1N STAYCATION!

Stand a chance to win 2D1N Staycation (worth \$500) when you participate in *Fiesta On A Great Street*!

Simply snap and share

1. Your favourite moments with your loved ones at Hotel Jen orchardgateway

OR

2. Your favourite dish at the Local Gourmet Fiesta 2017

3. Tell us why and share on your Instagram or Facebook with the hashtags below.

#LeaveBoringBehind

(or Chinese hashtag #告别沉闷)

#FiestaOnAGreatStreet



6 LOCAL RESTAURANTS



5 MASTER CLASSES



LOCAL GOURMET FIESTA 21 – 23 APR



2 FUND- RAISING INITIATIVES



[DOWNLOAD FULL LIST OF VENDORS HERE](#)

MASTER CLASSES

21 – 23 APR

CHEF JASON
Baker's Oven
Patisseries

CHEF CHONG
Samsui Group

CHEF WAYNE LIEW
Keng Eng Kee
Seafood

CHEF HEMAN
Samsui Group

CHEF BOON KAI CHUN (AH BOY)
Good Chance Popiah

21 April 2017

2pm – 3pm

Master Class by Chef Jason, Baker's Oven: How to Bake a Perfect Cupcake and Piping the Topping



Chef Jason



Chef Heman

22 April 2017

11.30am - 12.30pm

Master Class by Chef Chong, Samsui Group: How to Cook a Complete Set of Tempura

2.30pm – 3.30pm

Master Class by Iron Man Chef Heman, Samsui Group: A Healthy "White Rojak" & the Wonderful Techniques of Sous Vide Egg

23 April 2017

11.30am - 12.30pm

Masterclass by Good Chance Popiah, Chef Ah Boy & Special Guest Appearance by Chef Ah Boy's 98-year old Ah Gong: How to Cook a Tasty Mee Sua

2.30pm – 3.30pm

Master Class by Chef Wayne Liew, KEK Seafood: The Innovated "Tze Char" Skill of Coffee Ribs & Salted Egg Chicken to Burger



Chef Ah Boy



01 | HEMAN TAN

Chef Heman is a veteran in the food and beverage industry. He joined Samsui Supplies and Services, a wholly-owned subsidiary of Soup Restaurant that focuses on sauce production as well as food production for several voluntary welfare organisations. As the Chief Culinary Officer, he will oversee the production line, improve current menus, and assist in developing new menus and dishes, retail products and ready-to-eat meals.

Chef Heman will also oversee the operations of Samsui's upcoming central kitchen in Singapore Changi Prison, a project initiated in partnership with SCORE.

Chef Heman, who is also an acclaimed ceramist, triathlete and author, gained the moniker "Iron Man Chef" in the media after overcoming his rough start in life where he battled dyslexia, a drug addiction and the loss of his elder sister. He had also participated in three Ironman events, where participants must complete a 3.86km swim, a 180.25km bicycle ride and a 42.2km run. Today with Chef Heman's culinary experience of more than 20 years and extensive knowledge of western, local and Asian cuisine, he is able to create unique menus leveraging on his 'East meets West' knowledge.



02 | CHONG CHUN YAU

Chef Chong started his culinary journey 20 years ago and has vast experience working in various restaurants ranging from Mexican, Japanese to Western restaurants. In addition to being an experienced chef with exposure to various cuisines, Chef Chong is also actively involved in providing training. He acts as a guest trainer for private schools and hotels.

Currently, Chef Chong is with Samsui Supplies and Services Pte Ltd and heads the kitchen & operation teams of 2 new concept restaurants under Soup Restaurant Group – POT LUCK and CAFÉ O. Chef Chong will assist Chef Heman in the operations of Samsui's new central kitchen at Singapore Changi Prison.



03 | WAYNE LIEW

Wayne had started as a kitchen assistant at his dad's Chinese restaurants in 2004, a rank considered the lowest in the hierarchy of kitchen crew. Going through these stages had been the traditional way of how head chefs of Chinese restaurants had trained their apprentices, allowing them to learn from scratch, the "hows" and "whys" Chinese dishes are prepared and cooked.

Now, Wayne is the head chef of the KEK's kitchen, leading the kitchen crew, dishing out signature dishes to diners every day.

Beside maintaining the food standards, and creating new dishes at KEK outlets, he also represented Singapore in various culinary events in countries such as Copenhagen, New York, San Sebastian and Manila.



04 | JASON NG

Founder of Baker's Oven Patisseries, Jason Ng joined the family business as a trainee after he graduated. In 1994, Jason took over the family business and managed it together with the Ng brothers. He overcame many challenges and put in a lot of time and efforts in upgrading himself and doing research and development with innovation on the existing and new products to meet the market trends.

Jason established Baker's Oven Patisseries in 1998 to concentrate on frozen dough products. Having acquired the European frozen technology and applying blast freezer method to freeze the products, Jason also wishes to upgrade the semi-auto line to fully-automated line in the near future.



05 | AH BOY

Chef Boon Kai Chun (Ah Boy) is the fourth generation owner at Good Chance Popiah. He has brought the brand to greater heights as the restaurant was voted by Singapore Food Fest as one of the Top 10 Favourite Restaurants for 3 consecutive years since 2011. Specializing in heritage Chinese cuisine with recipes passed down from generations to generations, Chef Boon credits his success to building respect on team dynamics, as well as receiving feedback from customers.

Good Chance Popiah has taken part in Ultimate Hawker Festival, "Let's Carnival" President's Challenge Charity Event, Singapore Food Expo and Makansutra World Street Food Congress in Philippines.



Good Chance Popiah was founded by Mr. Hou Shen Hu (Ah Gong) in 1977. Since then, it has established itself as a reputable brand which is highly recommended by both locals and overseas patrons. It is the Hou's family tradition to preserve culinary knowledge that has been handed down by their ancestors. Since 2008, Ah Boy has evolved the traditional way of restaurant dine-in to meet the needs of modern lifestyles such as Outdoor Cooking, Catering, Events, Wine Tastings, Private Chef etc.



Keng Eng Kee (KEK) Seafood, a third generation "tze char" restaurant, has preserved the traditional cuisine taught by the previous generations, and was also determined to bring the "soon-to-be-forgotten" local cuisine to the next level. KEK had created new dishes to entice the palate of diners. Efforts to promote local cuisine have brought KEK overseas, where people from Copenhagen, New York, San Sebastian and Manila, have tasted Singapore tze char cuisine, such as Chilli Crab, Salted Egg Crab and Coffee Pork Ribs. KEK Seafood is featured in the 2016 Michelin Guide Singapore and Makansutra Guide Book 2017.



Established in 1998 by founder, Jason Ng, Baker's Oven is one of Singapore's leading manufacturers and wholesale supplier of frozen bakery of confectionary products, cakes, bread, traditional Asian Biscuits and festive seasons' products. The company adopted the innovative frozen technology to extend the shelf-life of their products for a maximum of 12 months. Through constant research and innovation, as well as the company's ability to adapt to market trends, Baker's Oven is capable of making appropriate recommendations and customise new and innovative products for their customers.



CAFÉ O is a showcase of Singapore’s unique coffee shop culture where locals can find comfort and familiarity. The brand name, depicted in the four national languages, embodies the harmonious relationship that all races enjoy in Singapore. This tribute to Singapore’s multi-racial culture sets CAFÉ O apart from other brands in the market. CAFÉ O has adopted blue as their corporate colour – as a salute to the kopi uncles, who used to wear blue-striped pyjama pants to work. The familiar blue-striped apron on CAFÉ O’s staff, made from the same fabric, signifies the continuation of a Singapore coffee shop tradition. It provides a truly Singaporean dining experience for all to enjoy.



POT LUCK is a new restaurant concept by Soup Restaurant Group Limited that offers affordable and home-style “tze char” dishes in claypots’ in a nostalgic old Chinatown setting that will bring you back to 1960s Singapore. “Tze char” dishes include Curry Fish-Head, and other value-for-money dishes like whole steamed grouper fish, Assam Stingray, Vermicelli Prawns and many other meat, vegetable and tofu dishes, prepared on the spot, in claypots over charcoal fires.



The Rice Bowl is built on two major pillars of philosophy - wellness and responsibility. With food sources curated ethically from nature's finest, Rice Bowl creates a consumer culture where customers not only have the peace of mind that the food complements a healthy lifestyle, but that the company is also doing its part in advocating sustainable farming and being responsible for the environment. Using the ancient black rice, also known as “*forbidden rice*” reserved only for emperors and nobilities in ancient China, these grains contain anthocyanin anti oxidants and research has shown that these grains are considered much more superior than brown rice.



As part of Samsui Supplies & Services Ptd Ltd (SSS) Corporate Social Responsibility (“**CSR**”) efforts, Samsui Supplies & Services Pte Ltd (“**SSS**”) has entered into an agreement with Singapore Corporation of Rehabilitative Enterprises (“**SCORE**”) to set up and operate a central kitchen within the Singapore Changi Prison Complex.

Listed on the Mainboard of the Singapore Exchange, SSS is a group company of Soup Restaurant Group Limited (the “**Group**”), a food and beverage company with several dining concepts including Samsui Express. Since 2013, SSS has been serving quality meals to beneficiaries of nursing homes and voluntary welfare organisations (“**VWOs**”). All the meals served to beneficiaries are subsidized using SSS’s resources, supply chain and logistics support. SSS procures the raw materials required for chef-designed menus, prepares the ready-to-eat meals in the central kitchen and delivers the meals to nursing homes and VWOs all over Singapore.

The Samsui Central Kitchen will provide work programme to about thirty (30) inmates for its kitchen operations. These inmates will be trained in all aspects of kitchen operations, including food hygiene practices, food preparation and operation of high-tech kitchen equipment. SSS will conduct related training courses and award trade certificates to the inmates at the end of their stint.

SSS hopes to contribute to the rehabilitation of these inmates by offering them meaningful and useful work during their time in prison. In this way, they are able to learn a new skill and trade and obtain gainful employment upon their release, which will hopefully reduce the rate of re-offending.

As Singapore’s first and original purveyor of authentic Chinatown heritage cuisine, Soup Restaurant hopes to enliven the beauty and grace of authentic Samsui traditions in all it does. Their belief is to play a big part in preserving Singapore’s heritage, which is both charming and enduring.

The Samsui heritage is its key brand differentiator, unique to its founder’s origins and signature heirloom dishes served by Soup Restaurant. The Samsui woman, synonymous with Soup’s success over the years, symbolises Soup’s endeavour to bring the golden era of simplicity and warmth of old Chinatown to the diners of today.

The Samsui woman, with her trademark red headdress that brought a bright splash of colour to the Chinatown of the 1930s, ranks among the pioneers who helped to build the Singapore of today. An icon representing strength of character and steely resilience, her legacy is one of simplicity, quiet humility and grace.

Every day, the Samsui woman would look forward to having a simple meal with her sisters from her hometown. It was a deeply treasured moment for her, and every conversation brought about a magical reunion.

At Soup, the culture is steeped in the philosophy of reunion.

Soup Restaurant’s traditional recipes bring diners the most authentic Chinatown heritage cuisine. Popular signature dishes such as the Samsui Ginger Chicken and a variety of herbal soups are prepared with mastery and sincerity, so diners and their loved ones can cherish their very own everyday reunion over a good meal.



Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity and responding to emergencies since 1949. We serve the vulnerable through our blood donor recruitment programme, home and day activity centre for the disabled, transport aid, food aid, elder aid and community first aid. We build capacity and resilience through our training academy, and volunteer and youth development.

Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters.

For more information, please see www.redcross.sg

Held On



Founded in 1998, Orchard Road Business Association [ORBA] is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on *A Great Street*", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on *A Great Street*" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee [EXCO] comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

Visit www.orchardroad.org for more information.

Official Card



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PRESS CONTACTS

CHERYL KHONG
DIRECTOR

SAFFRON COMMUNICATIONS
☎ +65.6812.9475
☎ +65.9724.2698
cheryl@saffron-comm.com

HANAN SANUSI
PR EXECUTIVE

SAFFRON COMMUNICATIONS
☎ +65.6812.9458
☎ +65.8157.8474
hanan@saffron-comm.com

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