

## Media Release

### Orchard Road Business Association launches “ORBar on A Great Street” for signature cocktails at special prices ahead of year-end festive season

**SINGAPORE, 10 October 2024** – Ahead of the year-end holiday season, Orchard Road Business Association (ORBA) is launching ‘ORBar on A Great Street’ which features an ORBar drink ‘passport’ that invites customers to enjoy a curated selection of eight signature cocktails at exclusive rates, available at participating bars along Orchard Road from 1 November 2024 to 31 January 2025.

ORBar Passport holders are entitled to pre-select four out of eight participating bars along Orchard Road, and can enjoy two orders of one signature drink per bar. This goes on sale from 1– 31 October 2024 at an early bird price of \$109, with savings of up to 55% off on selected cocktails, and thereafter at \$138 from 1 November 2024 onwards. Prices are inclusive of GST. Those who want to enjoy an even greater variety of drinks can purchase an All-Rounder Passport inclusive of 16 cocktails, with two signature cocktails at each of the eight bars.

The ORBar Passport can be redeemed at these eight participating bars from 1 November 2024 to 31 January 2025: Atelier Lounge & Bar at Pullman Singapore Orchard, Bar Intermezzo at Orchard Hotel Singapore, Café Quenino at Artyzen Singapore, Crossroads Cafe at Singapore Marriott Tang Plaza Hotel, Florette at Pan Pacific Orchard, Ginger.Lily at Hilton Singapore Orchard, Komyuniti Bar at YOTEL Singapore Orchard Road, and L’Apéritif at Novotel Singapore on Stevens. ORBar Passport holders can look forward to cocktails such as Atelier Lounge & Bar’s Smoky Negroni, a bold smoky twist on the classic Negroni, and Café Quenino’s Ondeh-Ondeh, inspired by the local dessert.

This initiative, supported by the Singapore Tourism Board, underscores Singapore’s reputation as the cocktail capital of Asia. In recent years, the city, known for its remarkable innovation and diversity of bars including those that champion sustainability and promote local flavours, has consistently secured a strong representation in prestigious global drinks lists such as Asia’s 50 Best Bars, The World’s 50 Best Bars and Tales of the Cocktail Spirited Awards.

The ORBar Passport will enable visitors to discover the variety of drinks that Orchard Road’s cocktail scene has to offer. It also reinforces Orchard Road’s standing as a must-visit lifestyle destination, with fun, authentic and differentiated lifestyle and retail experiences to cater to varied visitor interests.

ORBA Chairman Mr Mark Shaw said: “ORBA is excited to spotlight yet another amazing offering along Orchard Road, in an initiative that will encourage more people to visit Orchard Road after work, unwind and enjoy the premium offerings we have. With ORBar, we are excited to offer a variety of cocktail concoctions that are expertly crafted by skillful mixologists and bartenders at our participating bars. The signature cocktails are not only delicious, but are a form of art, evoking a multi-sensory experience.”

Mr Shaw added that the cosmopolitan nature of Singapore society contributes to its thriving cocktail market. “The depth of our mixology talent and the melting pot of cultures and cuisines we see here, have helped ORBA members to create fusion cocktails that are uniquely Singapore.”

Ms Guo Teyi, STB’s Director of Retail & Dining, said: “The ORBar Passport offers a unique opportunity for both locals and tourists to experience Singapore’s vibrant nightlife at some of the leading bars on Orchard Road. This initiative not only highlights Orchard Road’s allure as a must-visit lifestyle destination, but also entices visitors to explore Singapore’s diverse range of innovative cocktails, showcasing our creative and dynamic food & beverage scene.”

For more details on ORBar on *A Great Street* and to secure your Early Bird passes, visit <https://orbar.orchardroad.org/>.

For a list of participating bars and signature drinks, see Annex I.

-The End-

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### **About Orchard Road Business Association**

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", "Pedestrian Night" and "Night At Orchard (NAO)" 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.

From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall. Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation with lifestyle businesses 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 (Director of The Shaw Organisation Pte Ltd) as Chairman.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg).

### **About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

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## Annex I

### In the Mix

#### ORBar on A Great Street Signature drinks

Eight participating bars in ORBar on A Great Street campaign are each offering one signature drink for the ORBar Passport for participants to enjoy innovative creations by some of the best mixologists in town. The ORBar Passport is on sale for an early bird price of \$109 for eight drinks at four selected bars or \$218 for the All-Rounder when bought between 1 – 31 October 2024. From 1 November – 31 December 2024, the ORBar Passport will revert to its original pricing of \$138 for eight drinks at four selected bars or \$276 for the All-Rounder, or until sold out. The signature cocktails are selected because they are specially crafted, and all are either perennial favourites or uniquely prepared with the incorporation of local ingredients – flavours of herbs, fruits, flowers, and roots are teased out through cooking methods such as sous vide and fermentation.

#### **Atelier Lounge & Bar at Pullman Singapore Orchard**

Level 4, Pullman Singapore Orchard, 270 Orchard Road, Singapore 238857

Smoky Negroni (U.P. \$25++)  
Campari, Gin, Vermouth

Atelier Lounge & Bar, situated in Pullman Singapore Orchard, has the Smoky Negroni as its signature drink. A new twist on the classic negroni cocktail, the drink starts with torching a wedge of orange glazed with sugar syrup, bringing a layer of caramelised sweetness to round off the dry, herbaceous flavour of campari, gin, and vermouth, which are added in equal parts to the cocktail. Oak chips are then charred over the drink to impart a rich, woody flavour. Combined with its constituent alcohols, the Smoky Negroni has a dry, smoky profile, making it a favourite among those who enjoy bolder flavours. Combined with its complex alcohol base, the Smoky Negroni offers a robust and velvety drinking experience. To further refine its texture, the drink is stored in the freezer before serving, resulting in a smoother, more cohesive blend. Bartender Luke Oh Seunghun notes that this sensory journey, from the smoky aroma to the chilled smoothness, has made the Smoky Negroni a best-seller since Atelier Lounge & Bar opened.

#### **Bar Intermezzo at Orchard Hotel Singapore**

442 Orchard Rd, Singapore 238879

Give Em' Mezzo (U.P. \$20++)  
Jim Bean, Aperol, Drambuie, St Germaine, D.O.M Bénédictine

The bold and refined cocktail is anchored by smooth Bourbon whiskey, its rich complexity heightened by the floral sweetness of St. Germaine Elderflower Liqueur, the vibrant citrus of Aperol, and the herbal depth of Dom Bénédictine. A touch of Drambuie adds a hint of honeyed spice, creating a drink that is both powerful and sophisticated, perfect for those who appreciate timeless, full-bodied flavours. Situated right at the heart of Singapore, Bar Intermezzo is an all-day gathering venue reminiscent of the Great Gatsby Era, with a lineup of craft cocktails and live music nights.

### **Café Quenino at Artyzen Singapore**

9 Cuscaden Road, Artyzen Singapore, Level 1, Singapore 249719

Ondeh-Ondeh (U.P. \$28++)

Vodka, Pandan, Coconut Tuak, Dry Curacao, Gula Melaka

Café Quenino at Artyzen Singapore offers a signature cocktail that captures iconic regional flavours aligned with the restaurant's philosophy of honouring its locale. The *Ondeh-Ondeh*, inspired by the beloved local dessert, delivers warm tropical notes with a blend of pandan-infused vodka and fresh coconut toddy, served in a glass finished with a rim of dried coconut crumble and gula melaka crystals. Senior mixologist Sathya Selan has crafted a Southeast Asian-inspired cocktail menu that gives a nod to local desserts and hawker dishes, celebrating the region's rich culinary heritage.

### **Crossroads at Singapore Marriott Tang Plaza Hotel**

Singapore Marriott Tang Plaza Hotel 320 Orchard Road, Singapore 238865

Tiki Delight (U.P. \$24++)

Bacardi Rum, Bols Banana Liqueur, Pineapple Juice, Fresh Lime Juice

Crossroads Cafe at Singapore Marriott Tang Plaza Hotel is strategically located at the busiest intersection of Orchard Road and right above Orchard MRT Station. Known for its charming alfresco dining space and having the longest happy hour from 11 am to 8pm (every Monday to Thursday) – it is the perfect spot for catching up with friends, eat, drink and to people watch.

Crossroads Cafe's Tiki Delight cocktail is Tropical Summer-inspired and the ultimate vacation in a glass. With a vibrant mix of Bacardi rum, Bols banana liqueur, pineapple juice, and fresh lime juice, Tiki Delight delivers a distinct taste of rum, balanced off with tropical-citrusy flavours like banana liqueur, pineapple and lime juice.

### **Florette at Pan Pacific Orchard**

10 Claymore Rd, Level 11 Garden Terrace, Singapore 229540

Florosé (Customised specially for ORBar Passport)

Rose and Lychee-infused Vodka, Smoky Rum, Lychee Liqueur, Pineapple, Vanilla, Lime Juice

At Florette, Pan Pacific Orchard's female-led bar, the focus is on creating a relaxed yet sophisticated atmosphere. Bar manager Leslie Kuzmenko and her team, consisting of two other assistant female bar managers and one female bartender, emphasise this theme by offering drinks that are equal parts elegant and approachable.

Florette's signature cocktail for the ORBar Passport is the Florosé, a blend of rose and lychee-infused vodka, smoky rum, lychee liqueur, pineapple, vanilla, and lime juice. The Florosé is a harmony of sweet, floral notes with a touch of charred depth from the smoky rum, with the subtle sweetness of rose and lychee flavours that contrast beautifully with a dry, slightly toasty finish from the rum. A layered and intriguing drink, this bar's signature cocktail is perfect for those seeking both elegance and complexity in their alcohol.

### **Ginger.Lily at Hilton Singapore Orchard**

Level 5, Hilton Singapore Orchard, 333 Orchard Road, Singapore 238867

Luminous Insight (U.P. \$28++)

No.3 London Dry Gin, Golden Falernum, Dolin Rouge Vermouth, Ginger Acid

Ginger.Lily, Hilton Singapore Orchard's botanical bar and lounge, invites guests to dive into a world of multi-sensorial experiences with its cocktail series, Synaesthesia. Its signature drink, Luminous Insight, is accompanied with a unique stand of red and yellow tinted lenses, suggesting that colour could affect one's palate by changing the key notes of the drink from sweet (red) to spicy (yellow). This immersive cocktail is an expression of Head Mixologist Michael Mendoza's belief that all senses are crucial in the drinking experience, and is borne from his 14 years of experience behind the bar, as well as his participation in numerous world-class mixology competitions.

**Komyuniti Bar at YOTEL**

366 Orchard Road Level 10, YOTEL, Singapore 238904

Comic Café (U.P. \$20++)

Blueberry Yoghurt Gin, Wine Aperitif, Chocolate Liqueur, Lychee Tea Foam

For Komyuniti Bar at YOTEL Singapore Orchard Road, sustainability takes centre stage with their signature cocktail, the Comic Café. This innovative drink incorporates sustainable practices by using everyday ingredients used by the hotel's kitchen. Blueberries and yogurt which feature in the hotel's breakfast menu are magically transformed into a cocktail with a gin base. The bar applies a "fat wash" technique to infuse blueberries in yogurt and gin, freeze it and skim off the curd on top, resulting in a smooth, full-bodied drink with hints of blueberry, topped with lychee foam. By aligning its cocktail creations with sustainable practices, Komyuniti's choice of signature cocktail reflects a larger trend of eco-friendly mixology catching on in the region's cocktail scene, as customers increasingly seek out eco-conscious consumption options.

**L'Apéritif at Novotel Singapore on Stevens**

28 Stevens Road, Orchard District, Singapore 257878

Wherefore Art Thou Oleo (U.P. \$18++)

Tanqueray Gin, Campari Reduction, Dolin Rouge, Oleo Saccharum

Expertly crafted by Bar Manager Ally at L'Apéritif, this refreshing cocktail showcases the bar's commitment to sustainability and fine drinking. Wherefore Art Thou Oleo is a sophisticated blend of Tanqueray Gin, Campari reduction, and Dolin Rouge, balanced by the bar's house-made Oleo Saccharum. Made from vibrant citrus peels and fine sugar, this aromatic essence turns would-be waste into a flavourful highlight. Served chilled with a twist of citrus peel, it perfectly embodies L'Apéritif's dedication to creative mixology and eco-consciousness.

Every sip is an elegant expression of taste and sustainability, true to the bar's philosophy of crafting unforgettable, responsible drinking experiences.

-The End-