

Media Release (Updated)

ORCHARD ROAD BUSINESS ASSOCIATION LAUNCHES "ORBAR ON A GREAT STREET" FOR SIGNATURE COCKTAILS AT SPECIAL PRICES AHEAD OF YEAR-END FESTIVE SEASON

SINGAPORE, 23 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 October 2024 for \$109, with savings of up to 55% off on selected cocktails. Prices are inclusive of GST. Those who want to enjoy an even greater variety of drinks can purchase an All-Rounder Passport at \$218 for 16 cocktails, with two signature cocktails at each of the eight bars.

The ORBar Passport can be redeemed at these eight participating bars: 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, which was 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, 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 cocktails 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 Passport, visit <https://orbar.orchardroad.org/>.

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

-The End-

For media enquiries, please contact:

Catherine Ong Associates

Catherine Ong
+65 9697 0007
cath@catherineong.com

Sharon Cheah
+65 9658 2942
sharon@catherineong.com

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 or 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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