

MEDIA RELEASE

International and new-to-market brands enhance shopper experience at Jewel Changi Airport

These additions entrench Jewel's retail proposition of where 'the world meets Singapore, and Singapore meets the world'

SINGAPORE, 20 AUGUST 2021 - Jewel Changi Airport (Jewel) continues to sparkle as it welcomes a host of new brands in the coming weeks. Nine F&B outlets, offering a variety of cuisines from Chinese, Japanese, Western and Halal options, and two retail stores add to the tenant mix at Jewel.



Tai Er's traditional sauerkraut is specially pickled for 30 days and pairs well with tender tilapia in its signature dish

A first in Singapore, the new **Tai Er** brand opens its doors today. The restaurant's signature sauerkraut fish (酸菜鱼 *suan cai yu*) is a popular Sichuan dish in China and packs a punch with its spicy and sour broth. The established chain seeks to wow Singaporeans with its rejuvenated rendition of the traditional sauerkraut which has a 3,000-year history.



Decked out in green tiles and vintage gold finishing, Mamma Mia!'s pastas take centrestage

Another new entrant to the Singapore dining scene, **Mamma Mia!** serves up authentic Italian fare with its artisanal handmade pastas, paired with the freshest ingredients and made *à la minute*. Other than the classic Italian pastas, fusion dishes with a twist include linguine with Japanese mentaiko-tobiko cream sauce, mee pok with chicken chunks and onsen egg, as well as linguine with spicy chicken katsu and Japanese curry. An entire range of anti-pastis, risottos, and delightful deserts such as lemon meringue tartlet and caramel panna cotta fill the menu.



The Monster Combo Curry Rice served with Monster Planet's signature halal Japanese demi-glace curry can feed up to three persons.

Monster Planet and **Poulet Bijou**, famed for their Japanese curry and French Roast chicken respectively, add to more than 20 halal-certified food options currently available at Jewel. Monster Planet opened on 19 August and Poulet Bijou will commence operations in October.



Popular among locals, Poulet Bijou offers quality, value for money French fare

Poulet Bijou will spot a new look at their Jewel outlet, decked out with hints of contemporary blue, tropical and botanic motifs. Its all-day dining menu will be expanded to include exquisite French favourites such as savoury French crepes and sweet galettes.

Fans of Hong Kong's well-known '*cha chaan teng*' **Tsui Wah** living in the East will now be able to easily savour its ever-popular Cantonese delights such as the signature toast and milk tea as the chain expands in Singapore with its first outlet in the East at Jewel in October.



Savour NY Verden Bar & Grill's special smoked beet tartare and burrata

More recently, **NY Verden Bar & Grill** made its debut in the country with the commencement of operations in Jewel on 25 June. It serves up modern European dishes with the freshest air-flown ingredients cooked with wood-fire. At the heart of this restaurant is an open-concept kitchen featuring two gastronomic Jospet grills, giving patrons a visual treat of food being prepared as they dine.

Jewel's Basement 2 cluster also sees three new additions - **Aburi-En**, **SF Fruits** (both opening by September) and **Yole** (opened 1 July).

Indulge in retail therapy



Over 150 designs from MARHEN.J. are available at Sift & Pick

Fans of Korean fashion can also check out Singapore's first exclusive *MARHEN.J* retail store which opened on 4 August. Brought in by homegrown e-commerce brand **Sift & Pick**, the Korean cult fashion brand carries all-occasion bags in canvas, sustainable nylon and its latest apple leather (certified vegan) series. New designs will be available at Sift & Pick concurrently with those in Korea, so shoppers can get their hands on the latest designs fresh off the shelves at Jewel.



Turtle's first flagship duplex store opens at Jewel with a wide range of product offerings

Fashion and lifestyle store **Turtle** has also opened its first duplex store on 13 August. This flagship store retails an even wider range of fashionable jewellery accessories, home decoration pieces, phone accessories, toys, quirky souvenirs and gift items.

Ms Hung Jean, CEO of Jewel Changi Airport Devt, said “Jewel continues to seek out new-to-market and new-concept stores, from both local and international brands, to bring novelty to the Jewel experience for our guests, whether as a first-time or repeat-visitor. We welcome brands who choose Jewel as their international launchpad and are delighted to have these new dining and retail stores onboard to refresh the Jewel experience.”

Mr Dellen Soh, CEO of Minor Food Group Singapore, said “We’re delighted to expand our presence in Jewel with Poulet Bijou and Mamma Mia, in addition to our current Sanook Kitchen offering. With its unique retail spaces and wondrous ambience, Jewel is an ideal location for us to showcase our many brands under one roof. We hope our range of staple favourites and new brand will present Jewel shoppers with an enticing dining experience.”

More rewards to enjoy

Shopping at Jewel has got more rewarding with the launch of the Changi Rewards e-Voucher Flexi¹. Jewel is the only mall in Singapore where shoppers can enjoy rewards from two loyalty

¹ Earned through the loyalty programme by an accumulation of points

programmes – Changi Rewards and CapitaStar in the same purchase². If you aren't a member yet, don't miss out by signing up at rewards.jewelchangiairport.com.

Celebrate Singapore's 56th birthday at Jewel

From 20 August till 26 September, the first 5,000 CapitaStar members who spend a minimum of \$56 (nett) in a single retail receipt will receive a bonus of 5,000 STAR\$ (equivalent to \$5 eCapitaVoucher).

On 21 August, soak in Singapore's National Day celebrations at the Shiseido Forest Valley. Watch an 18-man marching contingent or participate in a workout to this year's theme song, The Road Ahead, led by the Team Nila mascot. Cap off your visit with free entry to Canopy Park for up to five visitors with a minimum spend of \$56 (nett) in a single retail or F&B receipt.

Over this weekend (21-22 August), Canopy Park and the Changi Experience studio are offering a 1-for-1 ticket promotion as part of the National Day celebrations. The free ticket has to be in the same or lower price category as the first ticket, applicable to standard rate tickets only.

From 23 August, enjoy two-hour free parking on weekdays (Monday to Thursday), with a spend of \$50 (\$100 for supermarket) in a single receipt. Free parking is redeemable through carpass, available on the iChangi app.

Terms apply for the various promotions. For more information, please visit jewelchangiairport.com.

Hi-res images can be downloaded from: <https://bit.ly/newshopsJewel>

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About Jewel Changi Airport Trust Pte. Ltd. (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services,

² Minimum spend of \$10 to earn Changi Rewards points and CapitaStar STAR\$®

indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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