

Annex A

Discovering the Best of Singapore Brands

Anthology by Compendium Spirits



Since 2015, Compendium Spirits has been a pioneer in the local craft spirits scene, introducing distinctive products like Rojak gin, Chendol gin, Kopi O liqueur, and the innovative Ondeh Ondeh soju. They proudly stand as the first distillery in Singapore to unveil locally aged spirits, including the Dark Rum and Hom Mali Rice Whiskey. What sets them apart is their distinction as the sole Singapore distillery that crafts spirits from scratch, undertaking the entire process within Singapore.

Compendium Spirits' experiential bar, Anthology, invites travellers and visitors to embark to explore the art of crafting spirits. The beverage menu at Anthology serves as a journey through the diverse and vibrant flavours of Southeast Asia. Among the highlights are nine exclusive signature cocktails, such as the nostalgic 'Ahma,' an ode to grandma's White Fungus Chrysanthemum soup. For those seeking a more in-depth encounter, the tasting flights offer a unique opportunity to sample each spirit. This experience not only allows patrons to savour the flavours but also invites them to delve into the process behind the creation of each spirit.

There is also an opening promotion, where is customers purchase 1 drink, they receive an additional cup of the same drink, on the house. This offer is valid from 4.00 – 7.00pm daily on weekdays, from 6 – 29 December 2023, exclusive of public holidays.

Quote by Mr Simon Zhao, Founder of Anthology by Compendium Spirits:

"Proudly and authentically being a Singapore brand, there's no better strategic location than Jewel Changi when it comes to the idea of creating an Experiential Bar for Compendium Spirits. It is our honour to participate the Best of Singapore campaign by setting up Anthology by Compendium Spirits - an extension of our brand house Anthology in Circular Road. The Experiential Bar will serve as the face of our brand, welcoming countless visitors and spreading our passion of craft spirits and love of Asian flavours!"

IRVINS



Established in 2009 as a restaurant, IRVINS pivoted into the snack industry, melding their signature salted egg sauce with fish skin and potato chips. The year 2016 marked a turning point as the delectable snacks became an instant and viral sensation in Singapore. Over the years, IRVINS has not only rapidly expanded its reach both locally and globally but has also solidified its status as a household name for those seeking memorable gifts for loved ones abroad.

The latest chapter in IRVINS' story unfolds with the grand opening of their flagship store at Jewel, marking their largest outlet to date. The store invites travellers and visitors to indulge in their Dangerously Addictive™ products, featuring the iconic Salted Egg Fish Skin, Potato Chips, and Salmon Skin.

Kele



Kele is no stranger to Singaporeans. Since 1983, Kele has been producing premium confectionery products that feature local and seasonal flavours that highlight the beauty of Singapore's vibrant culinary culture. Their pineapple tarts and roll cakes have been loved by generations of Singaporeans.

In their new experiential concept store at Jewel, Kele invites shoppers to carry a piece of Singapore with them. Unveiling exclusively at Jewel is Kele's latest creation - travel-friendly pineapple boxes. These specially crafted boxes, featuring their renowned pineapple tarts, are not just a treat for the taste buds but also a unique memento of Singapore. A perfect choice for travellers seeking to gift their loved ones an authentic piece of Singapore.

Adding an artistic touch to the offering is the Singapore Series, showcasing a depiction of the Singapore skyline or the iconic Peranakan house. Each box houses 12 or 6 pieces of the delectable pineapple tarts, respectively.

Quote by Mr Gordon Ang, Founder of Kele and Head of Business Development:

"After four years in the making, Kele is now finally ready to expand our brand-new travel-friendly pineapple souvenir boxes to all tourists by means of putting a concept store in Jewel. As Kele strives towards a regional expansion with extensive growth plans to fully maximize our growth potential in the travel and souvenir industry."

Keong Saik Bakery



Established in 2017 by two friends, Keong Saik Bakery takes pride in seamlessly fusing local and traditional flavors into their Western pastries, aiming to evoke nostalgia with every bite. One of their signature products is the Sor Hei pastry, that pays homage to the resilient Majies of Keong Saik road.

Apart from their usual signature items, the Jewel outlet unveils several exclusive items such as the Cereal Prawn Croissant Éclair, Palm Beach (Pandan cheesecake with fresh coconut mousse), Milo Crème Brûlée Cruffin, and Financier Gift Boxes (available in Box of 6 or 12) featuring unique local flavors like pandan coconut, quaker coffee, gula jawa, and more.

Quote by Mr Tan Yuzhong, Founder of Keong Saik Bakery:

“We felt that Jewel is a place where we could showcase our unique pastries with locally inspired flavours to both locals and tourists alike and increase our brand awareness.”

Kim's Duet



Kim's Duet unveils its flagship store at Jewel, marking the brand's first venture into experiential retail. Here, visitors are invited not only to shop the wide array of Kim's Duet products but also to learn about the roasting method that imparts Singapore Traditional Coffee with its distinctive bittersweet and smoky profile.

Among the store's exclusive offerings is the Timeless Collection, an exquisite gift set featuring The Singapore Roast Coffee Powder, Singapore Traditional Tea Dust, and Premium Hot Cocoa Mix, each encased in beautifully designed tins.

Quote by Mr Nigel Soon, Brand Partnerships & Growth Manager of Kim's Duet:

"Kim's Duet is a Singaporean coffee and tea brand by Kim Guan Guan, a leading purveyor of Singapore Traditional Coffee since 1988. We started working with Jewel Changi Airport as a temporary pop-up in March 2023 and the response we received have been very encouraging. Fast forward today, we're very proud to have launched the Kim's Duet flagship store at the iconic Jewel Changi Airport - an international platform that allows us to showcase our brand story and our range of Singapore Steep Coffee and Tea to both locals and tourists alike. In addition, being part of this new retail concept featuring the best of Singapore brands is especially meaningful to heritage brands like us. We're looking forward to share more about the unique Singapore Coffee Culture with everyone over a cup of Kim's Duet Singapore Steep Coffee."

Kwong Cheong Thye



With a legacy spanning nearly seven decades, Kwong Cheong Thye boasts a wealth of experience and expertise in food manufacturing in Singapore. The crown jewel of their offerings is the renowned Soya Sauce, fermented naturally for six months, in Singapore.

Under the guidance of their 5th generation of owners, Kwong Cheong Thye is adding another star product to their arsenal – Singapore's first barrel-aged Soya Sauce, available in two flavours: Oak-aged and Acacia-aged Soya Sauce. For travellers, they offer travel-friendly bottles and jars. The product range extends beyond Soya Sauce, with an array of cooking sauces, including the renowned Sambal Belachan Chilli paste and Nasi Lemak Chilli sauce, among others. There will also be unique gift sets encompassing home-cooking essentials, featuring an array of sauces, premix sauces, and noodles, a perfect gift for the home cooks.

Quote by Mr Alvin Choo, Business Development Manager of Kwong Cheong Thye:

“As a 5-generation brand with a soya sauce that is used by all 5-star hotels and top Chinese restaurants in Singapore, and with a presence in more than 28 markets, KCT is a brand that is trusted by the top Chefs in the world. We would like to share our top-quality products with the local home cooks who shop at Jewel, and also the tourists that are exploring Singaporean brands here. We feel that it is the perfect location to showcase a 131-year-old homegrown brand with the locals and the globe.”

I LOVE SG



Since 2009, I LOVE SG has been a one-stop shop where locals and travellers can purchase Singapore-related merchandise at one go.

Exclusively unveiled at Jewel, I LOVE SG introduces a novel chocolate gifting experience – "Merlie and the Chocolate Factory." This innovative concept infuses local flavours into chocolates produced right here in Singapore. Visitors can anticipate a delectable array of options, including Kopi-O, Milo Dinosaur, Teh Tarik, and even Durian-flavoured chocolates, providing an enticing opportunity to gift a flavourful piece of Singapore to their loved ones.

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Quote by Mr Tan Zhi Guang, Founder and Director of I Love SG:

"At I Love SG, our aim is to inspire and connect people with the essence of their travels, through our in-house designed Singapore souvenirs and delicious Made in Singapore local flavor chocolates, allowing them to carry a piece of their Singapore adventures home.

We are thrilled to invite everyone to embark on a journey of discovery and exploration through the treasures we've assembled."

Ya Kun Kaya Toast



Ya Kun Kaya Toast, an iconic brand synonymous with Singaporean breakfast culture, requires no formal introduction. Boasting a rich history that began in Lau Pa Sat, the brand found its enduring home at the iconic Far East Square outlet in 1998.

Ya Kun's signature Kaya and Butter toast, paired with soft-boiled eggs and a steaming cup of Kopi or The, is a nostalgic and comforting taste of home. This classic combination is routine for Singaporeans and a must-try experience for every traveller.

At Jewel, visitors and travellers are in for a treat as they indulge in their favourite breakfast meal in an outlet adorned with a distinctive new look. While the setting may be different, the comforting familiarity of the menu remains unchanged. They can also grab an exclusive mosh bottle at the Jewel outlet.

Quote by Mr Jeshier Loi, Director of Branding and Market Development, Ya Kun Kaya Toast:

“Jewel is a national icon for Singapore and as a Singaporean heritage brand, we are so proud to be a part of Jewel.”