

PRESS RELEASE**FOR RELEASE 3 NOVEMBER 9.00 AM**

**NTUC FOODFARE PLANS FOR “ALL-DAY FOOD MARKET”
CONCEPT AT BT PANJANG’S LATEST HAWKER CENTRE.**

*Bt Panjang residents can look forward to vibrant centre with variety
and affordable food options.*

Singapore, 3 November 2013 – NTUC Foodfare today shared its plan for the new food centre to feature an all-day food market that will house 28 cooked food stalls, 14 market stalls and 15 locked up stalls when ready. Residents of the area can expect a vibrant centre with good food and market produce at affordable prices. The groundbreaking ceremony for the new hawker centre to be built in Bukit Panjang was held this morning in the presence of more than 1000 local residents and invited guests.

- 1 After a study conducted on the Bukit Panjang populace of 400 households in 2012, and at hawker centres around the island, NTUC Foodfare hopes to create a new food centre which would be an attraction itself to neighbourhoods beyond Bukit Panjang that could help bring about a vibrant business opportunity for the stall holders.
- 2 “While Singaporeans love having a hawker centre in their neighbourhood, we saw quite a number of hawker centres struggling to bring in the crowd and some hawker and market stalls were opened for only half the day. As the new Bukit Panjang food market itself is well situated within a densely populated surrounding, we felt it would be a waste not to maximize its potential to cater to Singaporean’s changing household and lifestyles needs,” shared CEO of NTUC Foodfare, Mr. Perry Ong.
- 3 As such, NTUC Foodfare hopes to attract stalls that are willing to open and operate longer hours to serve the needs of residents. The study they conducted saw residents wanting the hawker centre to be open throughout the day and night. NTUC Foodfare will also ensure 28 unique cooked food types and it hopes to attract famous hawker stalls of specialty street foods from around the island to take up stalls selling items such as satay, tandoori chicken and barbecue seafood to offer foodies a chance to have their cravings satisfied right here in the neighbourhood. CEO Perry Ong further emphasized “Whilst we intend to have the best food

here, we will ensure that the food centre has a good selection of basic and affordable food to help moderate the cost of living. The variety will enlarge the neighbourhood's food offerings and bring about a greater buzz to the surroundings." With the centre being in close proximity with the mosque, NTUC Foodfare also intends to carve a segment to feature a halal food corner to serve good quality Malay/Muslim cuisines.

- 4 The centre will also feature centralized dish cleaning and boast bigger stalls to help boost hygiene and housekeeping practices amongst hawkers. CEO Perry Ong added, "Cleanliness and hygiene should be a given in today's context, and customers and residents deserve this. At the end of the day, we want Bukit Panjang's all day food market to be simply about tasty, affordable food, set in a friendly dining atmosphere, be it old folks having breakfast served indoors or friends enjoying BBQ food and beer at the alfresco areas in the evenings."
- 5 Tender for the stalls is expected to be called in early 2015 - 6 months before the completion of the centre. The evaluation criteria such as selling price of food, food taste, concept and operating hours will take precedence with more details provided during the tender exercise.

About Bukit Panjang Hawker Centre

The Bukit Panjang Hawker Centre was the first to be announced out of the 10 new centres that the Government will build by 2017. It will also be the first standalone centre to be completed in 2015. Besides Bukit Panjang, two other sites at Tampines and Hougang have commenced construction this year, though the latter two are integrated developments, co-located with the People Association's new Community Clubs. The construction of the remaining new hawker centres will commence in 2014 and 2015 and all 10 new centres are expected to complete by 2017.

About NTUC Foodfare

NTUC Foodfare was founded in 1995 to help moderate prices of cooked food amidst profiteering in Singapore during the introduction of GST. Since then, NTUC Foodfare has helped to mitigate food and beverage price increases during tough times and continues to fulfill this social role by maintaining a basket of basic essential beverages at low prices; and provides a variety of good quality, safe and value-for-money cooked food to help stretch the hard-earned dollars of workers.

It has embarked on various concepts for its outlets in Singapore, including the first family centric foodcourt at Clementi Mall, a Health promoting foodcourt at Khoo Teck Puat Hospital that combines healthy dining options, first city outlet at Marina Bay Financial Centre, and community Rice Garden stalls around the island.

For more details on NTUC Foodfare Co-operative Ltd or Foodfare outlets, please visit

www.foodfare.com.sg.

Chinese Translations

NTUC Foodfare Co-operative Ltd	职总富食客合作社
Perry Ong, CEO, NTUC Foodfare	王光枢 总裁 职总富食客合作社

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