

**MEDIA RELEASE**

**SET YOUR TASTEBUDS TINGLING WITH AN ARRAY OF  
GASTRONOMICAL DELIGHTS AT CULINARY CREATIONS 2017**

*ION Orchard's Culinary Creations returns for its third edition with a unique Chocolate Wonderland*



*(Photos: Food sampling and redemption of the ION Orchard Chocolate gift box at the Chocolate Wonderland event)*

**Singapore, 13 July 2017** – Embark on a gastronomical journey at ION Orchard, and tickle your taste buds with a feast of flavours as local delights take on new form. As part of the Singapore Food Festival and in conjunction with ION Orchard's 8th Anniversary, the mall is proud to present **ION Orchard Culinary Creations 2017**, now into its the third edition, which will run from 14 – 31 July 2017, featuring limited edition creations exclusive to ION Orchard.

**Indulge in a Chocolate Wonderland in the heart of Orchard Road**

From 14 – 16 July, ION Orchard's B4 ION Station will transform into a decadent **Chocolate Wonderland** – a dream come true for chocolate lovers! Shoppers and tourists can look forward to a unique chocolate experience at specially curated pop-up booths by **Magnum, The 1872 Clipper Tea Co., Häagen-Dazs**, along with exclusive retail offerings and samplings with chocolate, cooking demonstrations, and contests by well-loved brands such as **LeTAO, The Marmalade Pantry, GODIVA, Awfully Chocolate, Saveur Art, and Lim Chee Guan**. Chocolate aficionados can also marvel at the impressive two-metre tall, seven tiered chocolate cake masterpiece designed by Magnum to celebrate ION Orchard's 8<sup>th</sup> Anniversary, in partnership with Winifred Kristé Cake. Over the weekend, shoppers can also look forward to a special appearance by Mediacorp artiste, Zhang Zhen Huan on 15 July, 4.30pm as he prepares the Royal Army stew together with a chef from **Seoul Yummy**.



Photo credit: Magnum

A wonderland of chocolate creations with a local twist awaits shoppers, with The 1872 Clipper Tea Company's exquisite selection of tea infused chocolate bars - *Earl Grey Dominican Republic Milk Chocolate*, *Eternal Garden Haiti Milk Chocolate with Rose Petals (Bandung)* and *Summer Passionfruit Haiti Dark Chocolate*. Fans of Macarons and Chocolate will fall in love with the Magnum Chocolate Series of macarons – made from premium quality Magnum Dark, Milk and White chocolate. This series of handcrafted macarons is inspired by Magnum's premium chocolate paired with popular local drinks in Singapore, such as Kopi Gao and Teh Tarik.

These bite-sized pleasures are available for purchase exclusively at Chocolate Wonderland at ION Orchard. Looking to add a personal touch? Shoppers can even personalize their Magnum macarons with their name or a hand-painted golden rose. Popular Hokkaido Cheesecake brand LeTAO is also launching The Noir Darjeeling Chocolate Cookies which features a crispy texture from a blend of velvety smooth chocolate and Darjeeling tea. One lucky winner will also walk away with a pair of return tickets to Sapporo, Japan by joining the contest organized by LeTAO.



Photo credit: LeTAO

To sweeten the deal, exclusive gift boxes with chocolate treats will be up for grabs, each containing tasty treats and dining vouchers worth up to \$150. The first 100 shoppers daily who spend a minimum of \$150 in the mall (up to four same day receipts) can redeem an exclusive gift box at the Chocolate Wonderland redemption counter located at B4 ION Station from 14 - 16 July, between 2-4pm daily. As a special treat for first 150 tourists, they simply have to flash their "Handy smartphone", a smartphone companion provided by selected hotels, at the same redemption booth to redeem their complimentary gift boxes, with no minimum spend.

### ION Holideals: 1-for-1 Dining treats

ION Orchard's 1-for-1 *Holideals* will continue till 31 July, offering exclusive dining deals via the ION Orchard mobile app, from bowls of Kaisendon at *Tepei Syokudo* to tasty Vietnamese Baguettes at *Wrap & Roll* or tantalizing main courses at *The Marmalade Pantry* among others. Shoppers simply have to scan the QR codes displayed at the cashier of participating outlets to redeem the offers. In addition, diners can participate in a contest to upload photos of their food on Instagram with the hashtag, #IONxCulinary, and five lucky winners will stand to win shopping vouchers.



Photo credit: *Tepei Syokudo*

### Explore the Singapore's rich local heritage at ION Art gallery



To celebrate Singapore's rich heritage, the ION Art gallery on Level 4 will showcase a gamut of different elements of the Peranakan culture, in a week-long exhibition, "*Singapore Cultural Experience*" from 11 – 19 July. Visitors will be taken on a journey to discover the Peranakan culture through themes on history, poetry, fashion, embroidery and handicraft, language as well as wedding traditions. As part of the experience, visitor can also partake in *kueh*-making classes, or even don a traditional peranakan outfit for photo-taking to complete their multisensory experience at ION Art gallery.

For a limited time only, the "*Singapore Cultural Experience*" showcase at the ION Art gallery will be an additional stopover for participants of the mall's ongoing **ION Orchard Food & Heritage Trail**. Available daily on weekdays from 10am, the complimentary [trail](#) offers participants a taste of some of Singapore's best-loved heritage cuisines and give them insights into Singapore's culture through food appreciation, with bite-sized *Kueh* from *Bengawan Solo*, popular barbequed pork *Ba-Kwa* from *Lim Chee Guan*, and the signature *Kaya Toast* from *Ya Kun Kaya Toast* for sampling. The Food & Heritage Trail is open to both locals and tourists, and all tourists will receive a \$5 F&B voucher from local food stalls and additional discount coupons in line with the cultural showcase.



### **Singapore's First Tea Festival**

In line with the *Singapore Food Festival*, the inaugural *Singapore Tea Festival* is making its debut from 22 - 23 July at ION Orchard. Organized by **The 1872 Clipper Tea Co.**, the *Singapore Tea Festival* will shine the spotlight on its *National Day collection* that comprises teas inspired by classic local beverage flavours such as *Bandung, Chocolate Malt, Longan and Pineapple*. Shoppers will also be treated to an aromatic experience of new tea collections and signature tea blends, tea-inspired wares and modern tea bites, alongside tea-themed workshops, and a tea heritage exhibition at the weekend festival.

Photo credit: The 1872 Clipper Tea Co.

### **Arrival of New Dining and Shopping Options at ION Orchard**

Around the mall, foodies will also be thrilled to see new and exciting food and beverage brands at ION Orchard, from Japanese bakery, **Châteraisé**, re-opening of the flagship **Nespresso** boutique; whisky and champagne lounge, **Saint-Louis House**; and tea brand, **T2**, with its exclusive tea-to-go offerings. Luxury Belgian chocolate brand, **GODIVA** recently opened their first lifestyle café in Southeast Asia with exclusive dessert offerings, exclusive to ION Orchard. Ice cream brand, **Magnum** will also unveil for the first time in Singapore, its flagship permanent *Magnum Pleasure Store* outlet at ION Orchard. These complement the mall's already significant repertoire of local and international F&B offerings from new-to-market concepts, local delights and world renowned brands.

### **Free parking**

As part of the mall's 8<sup>th</sup> year Anniversary celebrations, the mall is offering eight continuous months of complimentary lunchtime parking from Mondays through Thursdays (12-1pm, excluding public holidays) from 17 March till 29 October.

### **Spending Rewards**

#### **\$15 Shopping Voucher when you shop at B1- B4**

For first 1,000 ION+ Rewards Members or American Express® Card Members^ monthly with \$200\* spend. Redeemable at B3 Concierge





**\$30 Shopping Voucher# when you shop at B1 – B4 & L1 – L6 / L55**

For first 80 ION+ Rewards Members or American Express Card Members^ daily with \$450\* spend. Redeemable at L4 Concierge

**\$60 Shopping Voucher when you shop at ION Orchard**

First 188 American Express Card Members with \$450\* spent every last weekend of the month (Fri- Sun) will receive \$60 Shopping Voucher.

**\$100 Shopping Voucher# when you shop at B1 – B4 & L1 – L6 / L55**

For the first 80 ION+ Rewards Members weekly with min \$1,500\* spend. Redeemable at L4 Concierge.

**Receive \$8/\$18/\$28 off taxi rides on GrabCar Premium**

First 300 ION+ Rewards Members\* with \$100 spend receive \$8/\$18/\$28 off their taxi rides (GrabCar Premium) on Members' Day~.

**Receive complimentary refreshments at Wrap and Roll**

First 50 ION+ Rewards Members\* with \$300 spend receive complimentary refreshments at Wrap and Roll on Members' Day~.

**Lucky Draw – Win tickets to ION Orchard's Fashion Concert (Friday, 29 September)**

ION+ Rewards Members receive one chance in the lucky draw with every \$80 spent

**Gear up for the Big Reveal with your card**

Stand a chance to win the latest soon-to-be revealed Land Rover for every \$100 spent with your American Express Card at ION Orchard. Sign up for a new card at ION Orchard American Express booth for 10X chances. Now till 31 Dec 2017.

**More Delicious Reasons to Dine at ION Orchard**

American Express Card Members enjoy selected dishes at participating restaurants for \$8. Now till 31 Dec 2017.

*^For spend offers, payment must be made by American Express Card issued by American Express International Inc. in Singapore including American Express Corporate Card and American Express Cards issued by DBS Bank Limited, United Overseas Bank Limited, and Citibank Singapore Limited.*

*\*A maximum of 4 same-day receipts accepted. Other terms and conditions apply. Check with Concierge or visit [ionorchard.com](http://ionorchard.com) for more details.*

*#Shoppers must present at least one basement floor receipt (B1 – B4) and one upper floor receipt (L1 – L6/L55).*



*\*Dates of Members' Day will be released via email to members who are subscribed to ION Orchard's mailing list.*

*For more details on the events and happenings, contests, as well as chocolate gift box redemption mechanics, please visit [www.ionorchard.com](http://www.ionorchard.com)*

**1-for-1 Dining ION Holideals 2017**

<b>F&amp;B Stores</b>	<b>1-for-1 ION Holideals</b>
<b>Boost Juice #B4-65</b>	Enjoy 1-for-1 medium cup of smoothie at \$6 only (U.P.\$12) Fixed pairing of Soraya's Favourite & Superfruit Smoothie only. No VIBE points will be rewarded. Not valid with any other offer.
<b>Bread Society #B4-08/09</b>	Enjoy 1-for-1 Cheese Croissant at \$1 (U.P.\$2)
<b>Food Opera #B4-08/09</b>	Enjoy 1-for-1 Pepper Steak for \$10.90 at Pepper Lunch Express. (U.P.\$21.80)
<b>Hoshino Coffee #B3-25/26</b>	Enjoy 1-for-1 Pasta and Drink Set Meal from \$19.80 - \$22.80. (U.P.\$39.60 - \$45.60)
<b>Magosaburo #04-11A</b>	Enjoy a 1-for-1 Kobe Beef Yakishabu (thinly sliced 80 gm) at \$108 (U.P. \$216)
<b>PEZZO #B4-51</b>	Enjoy 1-for-1 14" Full Pan Pizzas at \$24.90. (U.P.\$49.80)
<b>Plain Vanilla #B1-06B</b>	Enjoy 1-for-1 Regular Salad at \$16. (U.P. \$32)
<b>Saveur Art #04-11</b>	Enjoy 1-for-1 Regular Dinner Set Meal at \$29.90. (U.P.\$59.80)
<b>Seoul Yummy #B3-22</b>	Enjoy 1-for-1 Korean Ramyon at \$15.90/\$14.90. (U.P.\$31.80/\$29.80). Promotion only valid from 3pm to 6pm.
<b>TWG Tea Salon &amp; Boutique #02-20/21</b>	Enjoy breakfast with a friend at \$19 (U.P. \$38). Select from any dishes on the Eggs A La Carte Menu.
<b>Teppey Syokudo #B4-57</b>	Enjoy a 1-for-1 Kaisendon  Enjoy 10% off total bill with min. \$30 spend
<b>The Marmalade Pantry #03-22/28-34</b>	Enjoy 1-for-1 Dining Deals for Mains (U.P. \$18 - \$40). Choose from any of the 5 Mains' sections in the following list: <ul style="list-style-type: none"> <li>• Brunch</li> <li>• Salads</li> <li>• Sandwiches</li> <li>• Pastas &amp; Risottos</li> <li>• Meat &amp; Fish</li> </ul>
<b>Wrap &amp; Roll #B3-19</b>	Enjoy 1-for-1 Vietnamese Baguette at \$6.90. (U.P.\$13.80)

## Events and Activities

Date	Activity	Venue	Time
11 - 19 July	"Singapore Cultural Experience" Exhibition	<p>ION Art gallery level 4</p> <p><i>Kueh</i>-making class schedule:</p> <ul style="list-style-type: none"> <li>• <b>Rempah Udang</b> 14 July, Friday 7:30 pm - 8:30 pm</li> <li>16 July, Sunday 2:00 pm - 3:00 pm</li> <li>• <b>Kueh Koswee</b> 15 &amp; 16 July, Saturday and Sunday 7:30 pm - 8:30 pm</li> </ul> <p>Please visit <a href="http://ionorchard.com">ionorchard.com</a> to register.</p> <p>Limited to 20 pax per session. Subjected to availability.</p>	10am - 10pm
14 - 16 July	Chocolate Wonderland	<p>B4 ION Station</p> <p>Daily food samplings and events from 2pm – 7pm</p>	
20 - 31 July	Kat Von D Beauty Everlasting Lip Pop Up	Level 1 Atrium	
22 - 23 July	The 1872 Clipper Tea Co. presents Singapore Tea Festival 2017	B4 ION Station	
28 Jul – 13 Aug	Magnum Larger-Than-Life Indulgence Installation	Level 1 ION <sup>2</sup>	
Now till 31 July	Nespresso Pop-up store	Level 1 Atrium	



### **About Orchard Turn Developments Pte Ltd**

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings, including via ION Orchard Link, a 35-metre walkway providing seamless access to pedestrians coming from Scotts and Orchard Road. With over 640,000 square feet of nett lettable retail space with over 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B ([www.ionorchard.com](http://www.ionorchard.com)).

### **MEDIA CONTACTS**

#### **Celina Lim**

Weber Shandwick Singapore  
T: +65 6825 8075 / +65 9099 7618  
E: [celim@webershandwick.com](mailto:celim@webershandwick.com)

#### **Lim Shien Yau**

AVP, Marketing Communications  
Orchard Turn Developments Pte Ltd  
T: +65 6485 5245  
E: [lim.shienyau@orchardturn.com.sg](mailto:lim.shienyau@orchardturn.com.sg)

#### **Han Lee**

Executive, Marketing Communications  
Orchard Turn Developments Pte Ltd  
T: +65 6485 5256  
E: [han.lee@orchardturn.com.sg](mailto:han.lee@orchardturn.com.sg)