

MEDIA NOTE

**#IONFOODIE TRAVELS: EXPLORE THE WORLD ON A
CULINARY FOOD ADVENTURE**

**ION Orchard's irresistible food highlights will give shoppers more reasons to savour
the best of international cuisines and get rewarded**



Singapore, 31 MARCH 2016 – It is no secret that eating good food is a favourite pastime of many in Singapore and with that in mind, ION Orchard has lined up exclusive gastronomic treats from **now until 31 July** for shoppers to enjoy. The treats include the #IONFoodie Foodstagram contest, as well as 1-for-1 deals through the ION Orchard app. Shoppers can also follow the culinary journey of local foodie blogger, Miss Tam Chiak as she explores ION Orchard's treasure trove of dining options. The myriad of activities will give shoppers even more reasons to enjoy their favourite cuisine, and stand to win dining vouchers along the way!

▪ **#IONFoodie Foodstagram Contest**

These days, capturing Instagram-worthy photos of delicious culinary finds is a common sight at almost every dining table. Even better, with the #IONFoodie Foodstagram Contest, shoppers get to take their best shots for a chance to win \$50 dining vouchers doing what they love – taking photos of their food!



All they have to do is take a photo of any food item purchased from any participating F&B store in ION Orchard, and upload it to Instagram with the hashtag #IONFoodie. Five lucky winners with the best photos will each win \$50 dining vouchers.

▪ **Explore ION Orchard’s Culinary Highlights with local food blogger, Miss Tam Chiak**

Shoppers can also follow famous local foodie, Maureen Ow of misstamchiak.com, who will be eating her way through ION Orchard to discover the most palate-pleasing dishes for shoppers to savour.

▪ **ION Orchard App: 1-for-1 ION Holideals**

Travel the world and bring out your inner gourmet with ION Orchard’s #IONFoodie 1-for-1 deals and relish tantalising cuisines from various places such as Japan, Vietnam, Thailand and Hong Kong. Shoppers can opt for tantalising Korobuta pork dishes from *Tonkatsu Ginza Bairin*, to tasty international chicken kebab wraps from *Tazeh by Shabestan* or a comforting bowl of *Wrap & Roll’s* piping hot pho chicken noodle – there is something for even the most discerning taste buds. And with the ION Orchard app, all they have to do is collect country/city stamps via ION Holideals and increase their chances of winning dining vouchers.

1-for-1 ION Holideals

F&B Stores	Country/City Stamps	1-for-1 ION Holideals
Awfully Chocolate	Singapore	Enjoy 1-for-1 Cold Poached Chocolate at \$7.90. Limited to 100 redemptions from 21 March to 30 April 2016. T&Cs apply
Dunkin’ Donuts	USA	Enjoy 6-for-6 Assorted Donuts at \$11.40. Limited to 100 redemptions from 20 March to 31 July 2016, while stocks last. T&Cs apply.
Ginza by Bairin/Tonkara	Japan	Enjoy 1-for-1 for any kurobuta item. Priced between \$20 and \$22.50. Limited to 100 redemptions from 4 to 28 April 2016, while stocks last. Available only from Monday to Thursday. T&Cs apply.
Monster Curry	Japan	Enjoy 1-for-1 chicken katsu at \$13. Limited to 100 redemptions from 20 March to 31 July 2016, while stocks last. T&Cs apply.
Nara Thai	Thailand	Enjoy 1-for-1 for Nara Thai’s bestselling Ayuthaya Boat Noodles with Pork at \$12.90. Limited to 100 redemptions from 20 March to 31 July 2016, while stocks last. T&Cs apply.



Paradise Dynasty	Singapore	Enjoy 1-for-1 for Speciality Dynasty Xiao Long Bao at \$14.80. Limited to 200 redemptions from 18 April to 31 May 2016, while stocks last. T&Cs apply.
The Peninsula	Hong Kong	Enjoy 1-for-1 Peninsula tea bags (10 assorted tea bags, assorted flavours) at \$26. Limited to 50 redemptions from 21 March to 15 May 2016. T&Cs apply.
Tazeh by Shabestan	Middle East	Enjoy 1-for-1 International Chicken Wrap at \$9.90. Limited to 100 redemptions from 20 March to 31 July 2016, while stocks last.
Seoul Yummy	Korea	Enjoy \$5 of total bill with min. spend of \$100 in a single receipt. Limited to 100 redemptions from 20 March to 31 July 2016, while stocks last. T&Cs apply.
Wrap & Roll	Vietnam	Enjoy 1-for-1 for Hanoi Pho Chicken Noodle Soup at \$11.90. Limited to 100 redemptions from 20 March to 31 July 2016, T&Cs apply.

To redeem deals:

1. Open the ION Orchard app (available on App Store and Google Play)
2. Tap on *ION Holideals - #IONFoodie Travels* tab on the landing page
3. Select foodie deal to redeem
4. If not already a member, sign up for ION+ Rewards membership
5. Present the selected deal page
6. Scan the provided in-store QR code
7. Redeem deal and receive country/city stamp

Free parking

Starting 4 April, shoppers can enjoy free lunch time parking from Monday to Thursday noon till 2pm.

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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. Over 640,000 square feet of nett lettable retail space with some 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).