



MEDIA RELEASE

ION ORCHARD SPICES UP THE SINGAPORE FOOD FESTIVAL WITH ART ON A PLATE

From palette to palate, ION Orchard's highly anticipated Culinary Creations 2016 campaign kicks-off its second edition with an in-mall picnic garden and a feature collaboration with UOB



SINGAPORE, 14 JULY 2016 – Begin your culinary journey at ION Orchard when the Singapore Food Festival, organised by the Singapore Tourism Board, kicks-off on 15 July. As the only official mall partner of the Singapore Food Festival, ION Orchard is proud to present **ION Orchard Culinary Creations 2016**, which is making its return after a successful first run last year.

From 15 – 17 July, ION Orchard's basement level will turn into an indoor picnic garden – a first for the mall. The ION Orchard picnic garden, styled by Crate and Barrel, will pamper shoppers with mouthwatering treats amidst lush greenery in air-conditioned comfort. The first 100 shoppers who spend a minimum of \$50 at any F&B stores in the mall can make their way to the B4 ION Station to redeem a picnic basket filled with dining vouchers, picnic essentials, food treats and the ION Orchard dining booklet worth up to S\$150. In addition,



they will also receive a code to redeem \$10 off their first Uber ride. The first 50 overseas visitors daily will get a food picnic basket for free.

Another key highlight, the **ION Art and UOB present: Create**, will take on an interesting 'palette to palate' approach. Chef Ryan Low of **The Marmalade Pantry** and Chef Matt Leighton of **Salt Grill & Sky Bar by Luke Mangan** will combine haute cuisine with art, offering diners at ION Orchard new exclusive dishes inspired by the award-winning artworks of the UOB Painting of the Year competition. The dishes will be available on the menu at the featured restaurants for a limited period from 15 July. Part of the sale proceeds will also be donated to charity. The works from the awarded artists and UOB Art Collection, as well as features of the chefs' creations, will be exhibited at ION Art Gallery from 20 - 31 July. A string of activities will also be happening at the visual-art-meets-culinary-art exhibition.

"ION Orchard is proud to be the only official mall partner of the Singapore Food Festival. Our extensive selection of international dining options and new-to-market food concepts has always been popular with foodies. With the return of Culinary Creations and especially with this year's collaboration with UOB– we hope to combine our positioning as Singapore's premier lifestyle mall with ION Orchard's foodie culture to introduce a fresh and experiential retail dimension to shoppers," said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

"UOB is delighted to make art more accessible to everyone through our partnership with ION Orchard, which connects visual art with culinary art. In its various forms, art stimulates and inspires the beholder. Through Create, we hope to deepen the audience's holistic appreciation of art by showcasing how it can be expressed in different ways, from painting and sculpting all the way to baking and food presentation," said Lilian Chong, Senior Vice-President, Group Strategic Communications and Customer Advocacy, UOB.

Shoppers will also be entertained with a buffet of activities at the picnic garden such as culinary workshops with appearances by Mediacorp artistes Desmond Tan, Ya Hui, and Jeffrey Xu, contests and food sampling of local delights and popular food items by well-loved



brands – Putien, Wrap & Roll, Food Opera, 4 Fingers Crispy Chicken, Watami, Mr Churros and Nara Thai.

For more delightful dining experiences, the mall's long-running food campaign for tourists – the **ION Orchard Food & Heritage Trail** (formerly known as the ION Orchard Local Food Trail) is introducing a historical element this year, taking shoppers back in time as they embark on a unique journey through the history of Singapore. Available on weekdays at 11.00am, the trail offers participants a sampling of some of Singapore's most-loved heritage cuisines and help them gain insights into Singapore's culture through food appreciation. The trail ends on a high note at ION Sky, the tallest point on Orchard Road, where tourists will be given a birds-eye view of Singapore and iconic heritage districts.

Shoppers can also look forward to exploring the goodies at Food Opera, which has re-opened its doors after a revamp with a new local dining concept. Diners can feast on offerings from popular brands such as Pepper Lunch, which has introduced locally inspired dishes such as the Singapore Chilli Crab Pepper Rice exclusively at **Food Opera**. These are in addition to other all-time local favourites such as **Queensway Lau Tan Tutu Kueh, Ah Yat Kitchen, Good Luck BBQ Chicken Wings** and **Xing Lou Seafood White Bee Hoon**.

ION Orchard also welcomes the arrival of eight exciting new food and beverage options and new-to-market concepts with **The 1872 Clipper Tea Co., Crave Nasi Lemak, The Whisky Distillery, Hong Kong Wonton Noodles, Bake Cheese Tart, Tazeh by Shabestan, Mr. Churro** and **London Sandwich & Co.**

The digitally savvy will have much to rejoice this month as the **#ION Foodie Travels** campaign continues till 31st July with exclusive 1-1 dining offers redeemable via the ION Orchard mobile app. A series of social media contests **#IONxCulinary** such as *Guess My Basket, Take a Pretty Pic(nic)ture* and *My all time favourite!* will give shoppers a chance to win vouchers.

For more details on the events and happenings, digital contests, as well as picnic basket redemption mechanics and conditions, please visit www.ionorchard.com



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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).

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com.

About the Singapore Food Festival

The Singapore Food Festival (SFF) returns for its 23rd edition this July with the theme "Savour the Past, Taste the Future". SFF2016 will honour generations of food heritage and showcase culinary creations that push the envelope on Singaporean cuisine. It celebrates Singapore flavours, amazing talent and the rich depth of our culinary past and future.

The Festival takes place in various locations across Singapore from 15 to 31 July 2016. Look forward to three weeks of feasting, a variety of exciting programmes, as well as immersive experiences showcasing the evolution of Singapore's cultural tapestry. For more details, please visit: www.singaporefoodfestival.com



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**ION Orchard Culinary Creations 2016
Picnic Garden Activities (Stage programmes and food sampling)**

*15 July, Friday (1pm – 8pm)			
Time	Programme	Food Sampling	Stage Programme
12.00pm – 12.30pm	Introduction by Mediacorp DJ - Chen Ning	-	-
12.30pm – 1.00pm	Putien - Fried Heng Hwa Bee Hoon with Soy Milk	Yes	Yes
1.00pm – 1.15pm	Food Opera - You Tiao from Shou Yi Fried Fritters	Yes	-
1.15pm – 1.45pm	Mr Churro – Nutty Churros Contest	-	Yes
1.45pm – 2.15pm	Gorilla Pressed Juice – Smoothie Demonstration	-	Yes
2.15pm – 2.45pm	Monster Curry – Spicy Challenge	-	Yes
2.45pm – 3.15pm	The Straits Wine & Company – Wine Demonstration	-	Yes
3.15pm – 3.45pm	Watami - Pizza and/or salad	Yes	-
3.45pm – 4.30pm	Wrap & Roll - Grilled Chicken Vietnamese Baguette (Chicken Banh Mi) making workshop	-	Yes
4.30pm – 4.45pm	Food Opera – Chicken Wings from Good Luck BBQ Chicken Wings	Yes	-
4.45pm – 5.30pm	Putien – Jian Bao Demonstration	Yes	Yes
5.30pm – 6.00pm	Nara Thai - Larb Gai (new dish on menu)	-	Yes
6.00pm – 6.30pm	Each a cup – Tea brewing	-	Yes
6.30pm – 7.00pm	Bread Society – Introduction of Natural Yeast breads	-	Yes
7.00pm – 8.00pm	Mediacorp Artiste Appearance - Jeffrey Xu	-	-

*16 July, Saturday (1pm – 8pm)			
Time	Programme	Food Sampling	Stage Demonstration
12.00pm – 12.30pm	Introduction by Mediacorp DJ - Kun Hua	-	-
12.30pm – 1.00pm	Putien - Fried Heng Hwa Bee Hoon with Soy Milk	Yes	Yes
1.00pm – 1.15pm	Food Opera - You Tiao from Shou Yi Fried Fritters	Yes	-
1.15pm – 1.45pm	Watami – Sushi Making Demonstration	-	Yes
1.45pm – 2.45pm	Mediacorp Artiste Appearance – Ya Hui	-	Yes
2.45pm – 3.15pm	The Straits Wine & Company – Wine Demonstration	-	Yes
3.15pm – 3.45pm	Watami - Pizza and/or salad	Yes	-
3.45pm – 4.30pm	Wrap & Roll - Grilled Chicken Vietnamese Baguette (Chicken Banh Mi) making workshop	-	Yes
4.30pm – 4.45pm	Food Opera – Chicken Wings from Good Luck BBQ Chicken Wings	Yes	-
4.45pm – 5.30pm	Putien – Jian Bao Demonstration	Yes	Yes
5.30pm – 6.00pm	Nara Thai – Pomelo Salad	-	Yes
6.00pm – 6.30pm	Bread Society – Introduction of Natural Yeast breads	-	Yes
6.30pm – 7.00pm	Each a cup – Tea brewing	-	Yes
7.00pm – 7.30pm	Mr Churro – Nutty Churros Contest	-	Yes
7.30pm – 8.00pm	Gorilla Pressed Juice – Smoothie Demonstration	-	Yes
12.00pm – 12.30pm	Introduction by Mediacorp DJ - Kun Hua	-	-

*17 July, Sunday (1pm – 8pm)			
Time	Programme	Food Sampling	Stage Demonstration
12.00pm – 12.30pm	Introduction by Mediacorp DJ - Mike Kasem	-	-
12.30pm – 1.00pm	Putien - Fried Heng Hwa Bee Hoon with Soy Milk	Yes	Yes
1.00pm – 1.15pm	Food Opera - You Tiao from Shou Yi Fried Fritters	Yes	-
1.15pm – 1.45pm	Watami – Sushi Making Demonstration	-	Yes
1.45pm – 2.45pm	Mediacorp Artiste Appearance – Desmond Tan	-	Yes
2.45pm – 3.15pm	The Straits Wine & Company – Wine Demonstration	-	Yes
3.15pm – 3.45pm	Watami - Pizza and/or salad	Yes	-
3.45pm – 4.30pm	Wrap & Roll - Grilled Chicken Vietnamese Baguette (Chicken Banh Mi) making workshop	-	Yes
4.30pm – 4.45pm	Food Opera – Chicken Wings from Good Luck BBQ Chicken Wings	Yes	-
4.45pm – 5.30pm	Putien – Jian Bao Demonstration	Yes	Yes
5.30pm – 6.00pm	Nara Thai – Pandan Chicken	-	Yes
6.00pm – 6.30pm	Bread Society – Introduction of Natural Yeast breads	-	Yes
6.30pm – 7.00pm	Each a cup – Tea brewing	-	Yes
7.00pm – 7.30pm	Mr Churro – Nutty Churros Contest	-	Yes
7.30pm – 8.00pm	Gorilla Pressed Juice – Smoothie Demonstration	-	Yes

**Programme is subjected to changes.*



ION Orchard Culinary Creations 2016
ION Art and UOB present: Create - List of Activities

Dates and day	Time	Workshop
23 July, Sat	2.00pm – 3.00pm	Watercolour Demonstration by "Starry Starry Night" Artist Aaron Gan <i>Open to Public</i>
24 July, Sun	11.00am – 12.00pm	Clay Art Demonstration by "Let's have a burger" Artist Lee Jia Zhen <i>Open to Public</i>
	2.00pm – 3.00pm	Watercolour Demonstration by "Starry Starry Night" Artist Aaron Gan <i>Open to Public</i>
25 July, Mon	11.30am to 12.30pm	Painting Demonstration by "Let's have a burger" Artist Lee Jia Zhen <i>Open to Public</i>
26 July, Tue	11.00am – 12.00pm	Clay Art Demonstration by "Let's have a burger" Artist Lee Jia Zhen <i>Open to Public</i>
31 July, Sat	2.00pm – 3.00pm	Watercolour Demonstration by "Starry Starry Night" Artist Aaron Gan <i>Open to Public</i>

**Programme is subjected to changes.*

Item	Restaurant	Price	Period of Availability	Proceeds donated to charity
"Let's have a burger" dish	Salt Grill & Sky Bar by Luke Mangan	\$32++	From 15 July (for a limited time only)	\$3 per burger
"Starry Starry Night" cupcake	The Marmalade Pantry	\$4.90++		\$1 per cupcake