

Annex B: Factsheet on Singapore brands participating in Expo 2020 Dubai

Food and beverage (F&B) at the Singapore Pavilion	
Brand	Details
Coffee Break	<p>A heritage brand with over 80 years of history, Coffee Break has been passed down to the third-generation Sai siblings Jack, Anna and Faye. Bringing <i>kopi</i> (the colloquial name for coffee) into the 21st century, Coffee Break has evolved to blend their own coffee beans and tea dust, while still using the traditional method of sock-brewing to make their brews, almost like a reminder to find time to slow down, even for fast-paced lives.</p> <p>Coffee Break will be bringing visitors a taste of that special brew that keeps the country caffeinated. The heritage brand has also made a commitment to sustainability, and over the last six months, spent time and money on research and development to develop and perfect sustainably-sourced, Nespresso-compatible coffee capsules for visitors to enjoy a cup of Singapore taste in the pavilion.</p>
Gardens You Tiao	<p>Gardens You Tiao is helmed by two young lady owners who transitioned from a corporate job to embark on their simple dream of starting their very own '<i>goreng pisang</i>' (fried banana) stall in an open-air food court. In the months since they took that initial leap of faith, they have managed to expand and now own three more outlets, even during the difficult 2020 the world has faced.</p> <p>Visitors at Expo 2020 Dubai can savour Gardens You Tiao's sweet potato fritters, tapioca fritters, and green bean fritters - each one a staple snack enjoyed by Singaporeans from all walks of life.</p>
Jumain Sataysfaction	<p>More than a century ago, in 1910, a Javanese immigrant came to Singapore, and made a living as a roving hawker selling skewered meats, also known as <i>satay</i>, to support his family of fifteen. Two generations later, his great grandson inherited the business and brought it into the modern age. From pioneering innovation in satay manufacturing and product development, automating the process and perfecting the recipe, the award-winning Jumain Sataysfaction went global, and remains one of Singapore's favourite satays.</p> <p>At Expo 2020 Dubai, visitors can try their traditional chicken, mutton and beef satay, served with fresh cucumber and their signature peanut sauce.</p>
Sedap	<p>Dubai-based Sedap brings a unique Singaporean spirit to their local dishes, with the sheer diversity in street food that draws from the myriad of cultures that make up our island city.</p> <p>Every dish served contains the history of an entire culture. Visitors at the Singapore Pavilion can look forward to trying quintessential local fare, such as Singaporean Fried Rice, a staple dish originating from the Chinese people, evoking memories of childhoods spent eating bowls of rice freshly spooned out from the wok; or the <i>rojak</i> - a tasty salad that combines fruits, vegetables and fried dough fritters tossed in a sticky sweet black sauce, and garnished with crushed peanuts. Those craving for a light snack can opt for the <i>otak-otak</i> (spicy fish cake) or the salted egg fried fish skin which represents our nation's obsession with all things salted egg, and a favourite</p>

	modern snack that brings families together.
Sin Mui Heng	<p>Rich in heritage, Sin Mui Heng (SMH) started in 1961 as a humble family-run business and has since grown to become Singapore's leading producer of quality dim sum. SMH is the frontrunner in providing gourmet dim sum to the most exclusive supermarkets, hotels, restaurants and caterers, in Singapore and across the world.</p> <p>Shipping their products to over 15 countries overseas, the company prides itself on quality ingredients in every bite, perfected from generations of tradition, experience, and new technology.</p> <p>At Expo 2020 Dubai, Sin Mui Heng offers a variety of dim-sum customised to showcase uniquely Singaporean flavours. Beyond the traditional Chicken Siew Mai (dumplings with chicken and shrimp), visitors can also enjoy Singapore's 'national dish' - Chili Crab, in a delicious fried bun. Other snacks available include the Kaya Pau, a steamed bun filled with sweet coconut custard, and the Salted Egg Custard Pau.</p>
The Kettle Gourmet	<p>Started in 2017, The Kettle Gourmet crafts gourmet popcorn that combines flavours from the East and West. Over the years, their mission is simple - to spread the joy of snacking through its hand-baked popcorn.</p> <p>Proudly made in Singapore, visitors will be able to enjoy quintessentially local flavours such as their classic Nasi Lemak Popcorn, which melds the pleasures of coconut milk with a spicy kick at the end, and the melt-in-your-mouth Kaya Butter Toast Popcorn, glistening with buttery goodness and sweet coconut custard jam, like eating a typical Singaporean breakfast, but as a snack!</p> <p>The Kettle Gourmet has also made the commitment to being a sustainable brand, using biodegradable and environmentally-friendly packaging for their products.</p>
Retailers at the Singapore Pavilion	
The Art Faculty	<p>The Art Faculty - a social enterprise by Autism Resource Centre (Singapore) - has dedicated themselves to showcasing and honouring the unique talents of artists on the spectrum.</p> <p>These talented artists have crafted items inspired by and in response to the Singapore Pavilion's narrative, giving us a glimpse into how they view the world around them.</p> <p>For Expo 2020 Dubai, they will be showcasing <i>The Shophouses Design Trio Vase Set</i>, illustrated by artist Selena, featuring Singapore's iconic, ornate shophouses that line the streets of our heritage districts; and <i>The Orchids Design Trio Vase Set</i>, with three vases embellished with the Vanda Miss Joaquim orchid, our national flower, as illustrated by artist Amirah.</p>
Candles of Light	<p>All it took was one basic candle-making workshop for former public relations executive Daphne Tan to fall in love with the art of scent-making and waxcraft. She finally took the leap and started Candles of Light while on sabbatical, becoming one of Singapore's very first luxury candle brands. Candles of Light is unique in that they create candles and botanical perfumes naturally harnessed from spices, herbs, essential oils, and natural aromatic materials in the region.</p>

	<p>A total of four scents were specially created just for Expo 2020 Dubai, with the intent to take you across Singapore's landscape through these unique aromas - get a hint of Singapore cuisine through the rojak-inspired Torch Ginger Scented Tealight Candle, or even a whiff of the petrichor one experiences in monsoon season, with the After Rain Scented Tealight Candle.</p>
Mononos	<p>Wanting to have better control over the quality and design of the bags that she produced for her corporate clients, co-founder Ora Lim went on to set up Mononos with three other partners in 2014. Now with operations in Singapore and China, Mononos has worked on large-scale events such as the Singapore Fashion Week and the Southeast Asian Games, and counts international brands such as Toyota, Hyundai, and Chanel among its clients.</p> <p>For Expo 2020 Dubai, Mononos will be showcasing enamel pins and key chains featuring designs from illustrator Lee Xin Li and embroidery brand Pew Pew Patches.</p>
Onlewo	<p>Onlewo draws inspiration from its Singapore root to create pattern designs with stories. Through contemporary rendition of heritage, places and culture in Singapore and Asia, expressed on home, fashion and lifestyle goods, Onlewo designs connect people and memories, enliven conversations and ignite new passions.</p> <p>Singapore Pavilion is proud to present Onlewo's silk scarf designs 'Peranakan Story' and 'Naturally Dazzling Singapore', in celebration of our multi-cultural, multi-faceted heritage. 'Peranakan Story' features auspicious Peranakan, or Straits Chinese cultural elements, paying tribute to exquisite fabrics, homeware and arts preserved at the Peranakan Museum. 'Naturally Dazzling Singapore' honours the city's natural heritage of flora and fauna and is designed with the Pavilion's architectural feature harmoniously weaved in.</p> <p>Building further on the Pavilion theme, Onlewo puts together sketches by Mike Tay, Onlewo founder, and children from a local charity, to create an exclusive Expo-edition fabric notebook. The vibrant design embodies the Pavilion's message of 'Nature, Nurture and Future'.</p>
Pew Pew Patches	<p>Established in 2014 by Dawn Bey, Pew Pew Patches is a Singaporean brand that creates unique embroidered collectibles such as iron on and sticker patches. Their collection always manages to bring smiles to people's faces.</p> <p>At Expo 2020 Dubai, founders Dawn Bey and Danny Kostianos will be paying homage to some of Singapore's most recognisable landmarks, from the Lau Pa Sat Hawker Centre to the Singapore Peranakan Houses, showcasing designs of the national flower, the Vanda Miss Joaquim; as well as another inspired by the Dipterocarp Seed art installation in the Singapore Pavilion. These patches are not just a cute throwback to the '80s - they are a testament to Singapore's rich cultural heritage and history, each one a nostalgic call to wear a chapter of the nation's story on one's sleeve.</p>
Lee Xin Li	<p>Illustrator Lee Xin Li captures the textures and cultural heritage he finds in local landscapes as a means to remain connected with this place he calls home. History, architecture, and nature collide in these depictions of richly detailed landmarks and districts, made all the more significant in knowing they will not look the same in a</p>

	<p>couple of years.</p> <p>For Expo 2020 Dubai, Xin Li will be illustrating some of Singapore's most iconic sights. From the glistening Jewel Changi Airport to the sci-fi Supertrees at Gardens by the Bay, to the unforgettable Marina Bay skyline, visitors can take home a beautifully rendered snapshot of a single precious moment in Singapore. Xin Li has also illustrated the interior of the Singapore Pavilion on the labels of the drinking water by Mon Viso.</p>
<p>Sunday Punch</p>	<p>In 2014, men's magazine editor Mark Tay and his partner Yap Hwee Jen decided to make great drinks more accessible to the general public by creating Sunday Punch, a company shipping out small batches of bottled cocktails made with love and skill.</p> <p>Utilising local herbs and ingredients, the team has been recognised by organisations such as the Singapore Tourism Board and Singapore Airlines to produce alcoholic mixers for them, with every tipple innovatively bringing together quintessential Singaporean flavours in a fresh new drink.</p> <p>At Expo 2020 Dubai, they are presenting three non-alcoholic limited-edition flavours for the Singapore Pavilion, each one designed to evoke maximum nostalgia. The Pandan Green Tea mix brings to mind local kueh and other desserts, all utilising the signature taste and aroma of pandan. The Hawthorn Hibiscus takes its cue from dried haw flakes, a common childhood snack, mixed with a floral hibiscus syrup. Finally, the Ginger Black Tea calls to mind a typical teh halia (ginger tea) drink you can find at any local kopitiam (coffee shop), often used to dispel colds with its sharp, spicy taste, and a favourite among locals.</p>
<p>Supermama</p>	<p>Co-owned by husband-wife duo, Edwin Low and Mei Ling, Supermama was created as a one-stop gallery store to showcase and garner support from fellow Singaporeans for our local designers, as well as to recognise the creative talent that the nation has on its shores.</p> <p>Since then, Supermama has evolved into their own lifestyle goods brand. For one thing, they put the good in 'goods', where good stories, good design, and good quality come together to make good gifts. This comes through most strongly in their President's Design Award-winning 'Singapore Icons' series, embodied in a signature cobalt blue and white porcelain collection. This blue and white porcelain has long been a feature of Singapore's history, going all the way back to its origins as a thriving trade hub between the East and West. That history alone gives rise to countless stories, depicted across every item by Supermama, both practical as a piece of tableware, as well as a conversation starter at dinner.</p> <p>At Expo 2020 Dubai, Supermama will be showcasing their Singapore Architecture Porcelain Plate, featuring the landscape of the city, as well as the newly designed Botanica Porcelain Plate, featuring the greenery of the Singapore Pavilion.</p>

Wellie Batik	<p>95-year-old Ang Kum Siong, otherwise known affectionately as Uncle Wellie, has won the heart of just about every customer that has stepped into his batik clothing shop over the last four decades.</p> <p>Uncle Wellie's story began in 1955 where he peddled his goods from one <i>pasar malam</i> (night market) to another. In 1978, he finally settled down with a permanent store at Holland Road Shopping Centre, where you can still find him every day, busying himself at his vintage 40-year-old sewing machine. Hunched over and focused on the task at hand, the man spins batik fabric into showstopping apparel, catching the attention of curious passers-by who wander into his shop. His clothes are a mark of status and refinement, and are often donned by local dignitaries. It is hard not to fall in love with the oldest tailor in Singapore, with his polite demeanour and unflappable work ethic.</p> <p>For Expo 2020 Dubai, Wellie Batik has designed and produced a limited-edition Gardens Notebook, featuring a batik cloth cover embellished with orchid prints. Paying homage to Peranakan heritage, the striking design was inspired and influenced by the grand combination of European, Chinese and Malay aesthetics during the colonial era, with various flora and fauna depicted on the pattern, testament to how our multicultural heritage is and always has been an essential element of our social fabric.</p>
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Note: List of brands are updated as of 21 June 2021.