

For Immediate Release



Media Release

Food indulgence at The Seletar Mall

Singapore, 2 June 2014 – The new family-oriented shopping mall - The Seletar Mall, will have a wide selection of food choices to suit every palette. Targeted to open at the end of this year, around 30 per cent of the nett lettable area will be dedicated to food and beverage offerings. The 6-storey development by Singapore Press Holdings Limited (SPH) and United Engineers Limited (UEL) has already signed up three key anchor tenants - FairPrice Finest, Foodfare and Shaw Cinema, and other offerings ranging from daily necessities to food and lifestyle.

The selection of the food and beverage tenants is carefully chosen to meet the needs of the residents and working population in the surrounding estates such as Sengkang, Hougang, Punggol, Seletar and Ang Mo Kio.

Diners can take their pick from a variety of new-to-market and familiar local restaurants and eateries. Coffee lovers will have choices like The Coffee Bean & Tea Leaf, Starbucks Coffee, O'Coffee Club, Ya Kun Family Café and Toast Box to get their daily caffeine boost.

Families can bond over lunch and dinner at well-known food and beverage restaurants such as Din Tai Fung, Swensen's, Paradise Inn, Fish & Co. and BALIThai, and all-time favourites and casual dining variety like McDonald's, Texas Chicken, Nene Chicken, Subway Sandwich, Han's, Let's EAT, A-One Claypot House, My Briyani House, Sushi Express and Umi Sushi.

The original Song Fa Bak Kut Teh at Victoria Street that serves up the peppery and aromatic soup will open its new outlet in a mall for the first time. Let's EAT, a new concept eatery from EAT., will expand its current menu to include delicious Hainanese curry rice. The famous Oki-Machi from Taiwan will open its first outlet in Singapore at The Seletar Mall. The self-made Japanese charcoal grilled *muah-chee* is a simple yet delicate dish that becomes chewy and delectable after being meticulously grilled by skilled chefs and complements perfectly with choices of either sweet or savoury sauces. On top of these, shoppers will enjoy an array of quick bites and snacks at food kiosks and bakeries, including Proofer Boulangerie, Prima Deli, Jollibean, Ritz Apple Strudel & Pastry, Polar Puffs & Cakes, Yogurt Story and Swee Heng 1989 Classic.

Being a family-oriented mall, shoppers and diners can also look forward to more offerings and activities that are catered to families and children. Addressing the needs of the residents at the vicinity who are mainly young couples and parents with young kids, there will be tuition and learning centres that offer enrichment courses ranging from languages to art and music at Level 4. There are also child friendly facilities such as the nursery rooms, changing stations and a play area at the roof garden for endless fun and

adventure.

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About The Seletar Mall

The Seletar Mall is a 6-storey development by Singapore Press Holdings Limited (SPH) and United Engineers Limited (UEL). This joint venture mall is conveniently located at the junction of Sengkang West Avenue and Fernvale Road and is highly accessible via the Sengkang North East Line (NEL) MRT/ Fernvale LRT station, with bus routes connecting to the Sengkang bus interchange and two main expressways, Tampines Expressway (TPE) and Central Expressway (CTE).

The Seletar Mall, with a net lettable area of 188,000 sq ft, is positioned as a family oriented shopping mall with retail and F&B spread over four levels above ground plus two basement levels. The Seletar Mall will enjoy a catchment of 320,000 residents living in HDB flats, private condominiums and landed homes located within 3 km radius of the mall. Apart from the residential catchment, there is also a good-sized working population at the Seletar Aerospace Park next to Seletar Airport and the Ang Mo Kio Industrial Park.

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