

MEDIA FACTSHEET

LOCAL BUSINESSES OFFERING SG60 PROMOTIONS TO GIVE BACK TO THE COMMUNITY

Local businesses, including coffeeshop operators, have stepped forward to offer special SG60 discounts and offers in celebration of SG60 and to show care and support to the community. The promotions aim to bring communities together in an inclusive and meaningful way, while supporting our local businesses.

2 The SG60 deals will run at various periods throughout the year, with some starting from March 2025.

3 Singaporeans can enjoy SG60 deals at about 140 coffeeshop outlets across the island. The companies and promotions include (see Annex for more details):

Company	Examples of promotions
Badaling Holdings Pte Ltd	<ul style="list-style-type: none"> Spend \$6 or more at any FoodHub participating stall in a single receipt and purchase one selected canned drink at 60 cents
Broadway Food Centre (Holdings) Pte Ltd	<ul style="list-style-type: none"> Special discounts on selected drink and food options, e.g.: <ul style="list-style-type: none"> Buy any hot drink and get a Big Pau at \$1.60 Kopi-O Kosong or Teh-O Kosong at \$0.60
Chang Cheng Holdings	<ul style="list-style-type: none"> Promotions at Chang Cheng Mee Wah Coffeeshop drink stalls, e.g.: <ul style="list-style-type: none"> Kopi-O Kosong & Teh-O Kosong at 60 cents per cup SG60 Breakfast Sharing Bundle with 1 Kopi-O Kosong, 1 Teh-O Kosong, 2 set of Kaya Toast (2pcs) and 2 sets of Half Boiled Eggs (2pcs) at \$6 Free refill of Kopi-O Kosong & Teh-O Kosong Any 6 cups of Kopi-O Kosong & Teh-O Kosong for \$3.60
Koufu Pte Ltd	<ul style="list-style-type: none"> SG60 promotions for food and drinks, e.g.: <ul style="list-style-type: none"> Kopi-O/Teh-O at \$0.60 upon presenting Passion Silver Card), Pioneer Card and Merdeka Card at Beverage Stalls. \$0.60 discount for any 4 Steamed or Fried Dim Sum, Nanyang Delights and Steamed Rice Series

Commented [AH1]: FoodHub: 24 outlets
Broadway: 23 outlets
Chang Cheng: 26 outlets
Koufu: 63 outlets
Select: 4 outlets

	<ul style="list-style-type: none"> o \$0.60 off Kaya Butter Bun Set A o 2 Breakfast Set at \$6 (Set A/B/C)
Select Group	<ul style="list-style-type: none"> • 60 cents for Kopi, Kopi-O, Teh & Teh-O

4 In addition to coffeeshop operators, other local businesses such as supermarket operators FairPrice Group and Sheng Siong Group Ltd. have also rolled out deals for the community as part of SG60 commemorations:

- a. FairPrice Group: 12 weeks of discounts on popular FairPrice house-brand products from 6 March 2025 – 28 May 2025.
- b. Sheng Siong Group Ltd: 4% discount every Thursday for blue CHAS card holders from 1 March 2025 to 31 December 2025.

5 The businesses have demonstrated that the spirit of community and contribution is very much alive in SG60. Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, Ms Low Yen Ling, said: "I am heartened to see our local businesses coming forward to organise various initiatives in support of SG60. As we celebrate this milestone with one another, I encourage all Singaporeans to come together, care for, and connect with each other, through acts big and small. Let's build our shared future together."

6 Apart from these discounts, Singaporeans can also enjoy SG60 discounts at local attractions¹, and a host of SG60 activities in 2025 to celebrate our journey to date, reflect on our shared values and shape the next chapter of the Singapore story.

7 For more details on SG60, key events and how you can contribute to building our future Singapore, please visit www.sg60.gov.sg.

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¹ Please refer to the factsheet issued on 6 March:
sg60.gov.sg/files/Factsheet_on_SG60_Singapore_attraction_deals.pdf

Annex: SG60 coffeeshop deals

S/ N	Company	Promotion details	Participating outlets	Point of Contact												
1	Badaling Holdings Pte Ltd	<p>Celebrate SG60 with Every Sip: Spend \$6 and Enjoy 60-Cent Canned Drinks</p> <ul style="list-style-type: none">Customers who spend \$6 or more at any FoodHub participating stall in a single receipt can present their receipt at the FoodHub Drink Stall to purchase one selected canned drink at 60 cents.Promotion period: 16 March 2025 – 15 September 2025Exclusions and Terms<ul style="list-style-type: none">This promotion is valid only when a minimum spend of \$6 or more is made at any FoodHub participating food stall in a single receipt.The receipt must be presented at the FoodHub drink stall to purchase ONE selected canned drink at 60 cents.Only the selected canned drinks are eligible for this promotion. Other drinks are not entitled to this offer.This promotion is valid only when minimum spend of \$6 or more is made at any FoodHub participating food stall in a single receipt.The offer cannot be exchanged for cash or other items.	<p>24 FoodHub outlets</p> <p>Please visit: https://go.gov.sg/sg60-dd-outlets</p>	<p>Ms Abby Lim, Badaling</p> <p>9861 8277</p>												
2	Broadway Food Centre (Holdings) Pte Ltd	<p><u>SG60 Promotion with Broadway</u></p> <p><u>Broadway Food Centre Drinks</u></p> <table><tr><th>S/ N</th><th>Promotion</th><th>Validity</th><th>T&Cs</th></tr><tr><td>1</td><td>Buy any hot drink & get a Big Pau at \$1.60</td><td>15 April 2025 – 31 Dec 2025</td><td>Valid daily from 7am - 11am. Available island wide, while stocks last.</td></tr><tr><td>2</td><td>Kopi-O Kosong or Teh-O Kosong @ \$0.60</td><td>15 April 2025 – 31 Dec 2025</td><td>Valid daily from 3pm - 5pm. Available island wide and dine-in only.</td></tr></table>	S/ N	Promotion	Validity	T&Cs	1	Buy any hot drink & get a Big Pau at \$1.60	15 April 2025 – 31 Dec 2025	Valid daily from 7am - 11am. Available island wide, while stocks last.	2	Kopi-O Kosong or Teh-O Kosong @ \$0.60	15 April 2025 – 31 Dec 2025	Valid daily from 3pm - 5pm. Available island wide and dine-in only.	<p>23 Broadway outlets</p> <p>Please visit: https://go.gov.sg/sg60-dd-outlets</p>	<p>Tan Kay Siang</p> <p>kstan@broadway.com.sg</p> <p>9690 0244</p>
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<u>Tong Luck Economical Rice</u>			
S/ N	Promotion	Validity	T&Cs
1	\$0.60 Rice/Porridge	15 April 2025 – 31 Dec 2025	Valid daily from 2.30pm to 4.30pm. Available island wide
<u>Wen Chang Hainanese Chicken Rice</u>			
S/ N	Promotion	Validity	T&Cs
1	\$3.50 Chicken Rice	15 April 2025 – 31 Dec 2025	Valid daily from 3pm - 5pm. Available island wide
<u>HK Hennessy Roast Delights</u>			
S/ N	Promotion	Validity	T&Cs
1	\$3.50 Chicken Rice	15 April 2025 – 31 Dec 2025	Valid daily from 3pm - 5pm @ listed outlets: <ul style="list-style-type: none">• 414 Yishun Ring Rd #01-1871 S760414• 147 Potong Pasir Ave 1 #01-93 S350147• 644 Hougang Ave 8 #01-257 S530644• 727 Ang Mo Kio Ave 6 #01-4236 S560727• 612 Punggol Drive #01-01 S820612• 610 Tampines North Drive 1 Tampines Greenweave #01-01 S520610

		2	\$4.00 Chicken Rice	15 April 2025 – 31 Dec 2025	Valid daily from 3pm - 5pm @ listed outlets: <ul style="list-style-type: none"> • 1 Rochor Canal Rd, Sim Lim Square, B- 1-08/26 S188504 • 107 Funan Mall B2- 24, North Bridge Rd, Singapore 179105 • 198 Punggol, 198 Punggol Field, #01- 01, Singapore 820198 		
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3	Chang Cheng Holdings	<table><tr><th>Period 日期</th><th>Theme 标题</th><th>SG 60 Promotion (Only for Dine-in 只限堂食)</th></tr><tr><td>7 April – 6 June 2025 (All day)</td><td>“60 Cents for 60 Years” Classic Brew Promotion 【SG60 回味经典，同庆六十】</td><td>Kopi-O Kosong and Teh-O Kosong at a special price of 60 cents per cup 咖啡乌(无糖)和茶乌(无糖)特价一杯只需 6 毛</td></tr><tr><td>1 July – 31 August 2025 (Breakfast period – 6am to 11am)</td><td>“SG60 Heritage Sips” Breakfast Bundle 【SG60 共庆传统早餐】</td><td>A special SG60 Combo Set (discounted price of \$6.00) - 1 Kopi-O Kosong 一杯咖啡乌(无糖) - 1 Teh-O Kosong 一杯茶乌(无糖) - 2 traditional kaya toast (2 set) 两个传统卡亚面包(两份) - 2 half boiled eggs (2 set) 两粒半熟鸡蛋(两份) (Breakfast period – 6am to 11am) (早餐时段 – 早上 6 点至上午 11 点)</td></tr><tr><td>1 September – 31 October 2025 (Every Sunday – 3pm to 5pm only)</td><td>Kopi Across Generations Tribute 【SG60 跨代致敬，传统饮料】 (Special days where customers can bring their grandparents for free coffee conversations, fostering intergenerational bonding)</td><td>Seniors aged 60 and above enjoy free refills of Kopi-O Kosong and Teh-O Kosong during off-peak hours (Every Sunday – 3pm to 5pm only) 60 岁及以上长者可在限定时段免费续杯咖啡乌(无糖)和茶乌(无糖) (每个星期日 - 下午 3 至 5 点)</td></tr><tr><td>1 November - 31 December 2025 (All day)</td><td>“6-for-60” Group Special 【SG60 一同共享好味】 (Perfect for families or office groups)</td><td>Bundle Set - Buy 6 cups of Kopi-O Kosong or Teh-O Kosong for just \$3.60 购买 6 杯咖啡乌(无糖)或茶乌(无糖)只需\$3.60</td></tr></table>	Period 日期	Theme 标题	SG 60 Promotion (Only for Dine-in 只限堂食)	7 April – 6 June 2025 (All day)	“60 Cents for 60 Years” Classic Brew Promotion 【SG60 回味经典，同庆六十】	Kopi-O Kosong and Teh-O Kosong at a special price of 60 cents per cup 咖啡乌(无糖)和茶乌(无糖)特价一杯只需 6 毛	1 July – 31 August 2025 (Breakfast period – 6am to 11am)	“SG60 Heritage Sips” Breakfast Bundle 【SG60 共庆传统早餐】	A special SG60 Combo Set (discounted price of \$6.00) - 1 Kopi-O Kosong 一杯咖啡乌(无糖) - 1 Teh-O Kosong 一杯茶乌(无糖) - 2 traditional kaya toast (2 set) 两个传统卡亚面包(两份) - 2 half boiled eggs (2 set) 两粒半熟鸡蛋(两份) (Breakfast period – 6am to 11am) (早餐时段 – 早上 6 点至上午 11 点)	1 September – 31 October 2025 (Every Sunday – 3pm to 5pm only)	Kopi Across Generations Tribute 【SG60 跨代致敬，传统饮料】 (Special days where customers can bring their grandparents for free coffee conversations, fostering intergenerational bonding)	Seniors aged 60 and above enjoy free refills of Kopi-O Kosong and Teh-O Kosong during off-peak hours (Every Sunday – 3pm to 5pm only) 60 岁及以上长者可在限定时段免费续杯咖啡乌(无糖)和茶乌(无糖) (每个星期日 - 下午 3 至 5 点)	1 November - 31 December 2025 (All day)	“6-for-60” Group Special 【SG60 一同共享好味】 (Perfect for families or office groups)	Bundle Set - Buy 6 cups of Kopi-O Kosong or Teh-O Kosong for just \$3.60 购买 6 杯咖啡乌(无糖)或茶乌(无糖)只需\$3.60	26 Chang Cheng Mee Wah coffeeshops Please visit: https://go.gov.sg/sq60-dd-outlets	Jamie Ang Marketing - Advertising & Promotion jamieang@changcheng.com.sg 8720 0289
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4	Koufu Pte Ltd	Koufu's SG60 campaigns <ul style="list-style-type: none">Available at participating Koufu outlets	63 Koufu outlets Please visit: https://go.gov.sg/sq60-dd-outlets	Kady Ong Head of Brand & Marketing kady.ong@koufu.com.sg															

		Campaign #1	<ul style="list-style-type: none"> Enjoy Kopi-O/Teh-O at \$0.60 upon presenting <i>PAssion Silver Card (Above 60 years old), Pioneer Card and Merdeka Card</i> at Beverages Stall Valid for dine-in only Valid on Weekdays, from 3pm to 5pm Valid from 1 April to 31 December 2025 		9329 3822
		Campaign #2	<ul style="list-style-type: none"> \$0.60 discount for any 4 Steamed or Fried Dim Sum, Nanyang Delights and Steamed Rice Series Valid for dine-in only Weekdays from 2pm onwards Valid from 1 to 31 May 2025 		
		Campaign #3	<ul style="list-style-type: none"> \$0.60 off Kaya Butter Bun Set A Valid for dine-in only Valid on every Wednesday, from 8am to 11am Valid from 1 June to 31 July 2025 		
		Campaign #4	<ul style="list-style-type: none"> 2 Breakfast Set at \$6 (Set A/B/C), only Coffee/Tea Valid for dine-in only Valid from 8am – 11am Valid from 1 to 9 August 2025 		
5	Select Group	<u>SG60 promotion</u> <ul style="list-style-type: none"> Promotion: 60 cents for Kopi, Kopi-O, Teh & Teh-O Promotion period: 1 July 2025 – 31 August 2025, from 3 – 6 pm daily Valid for dine-in only 		4 outlets Please visit: https://go.gov.sg/sq60-dd-outlets	Mr Lee Xiuji, Laurence gettogether429@gmail.com HP: 9435 4256