

FOR IMMEDIATE RELEASE

Celebrate Cheerful Moments this Father's Day with savings on over 100 products at Cheers

Treat your Dad to a snack bundle of items on promotions like the popular Carlsberg Smooth Draught, King's Potong Ice Cream, DOTS Kit Kat Donuts and more.

Available at all Cheers and FairPrice Xpress stores island-wide!

@cheers_sg | #cheerssg



SINGAPORE, 11th June 2021 – Now more than ever, we all need good vibes! In a bid to create positivity during these uncertain times, Cheers is rolling out a new campaign. Imagine finding a surprise Cheer Up Card, placed at random by our friendly cashiers into your shopping bag. What is more, from 25 May 2021, over the next 10 weeks, Cheers will be offering savings on over 100 products. With more than 160 outlets, Cheers will be spreading joy to everyone and to every corner of Singapore!

With Father's Day fast approaching, surprise dad or hubby and convey your unconditional love for him with a Father's Day gift he will love. Gift Dad with a personalised snack basket from Cheers, perfect for the current work-from-home situation where he can unwind with tasty munchies and sweet treats after work! Grab these snacks conveniently available from any Cheers outlet located near you, prepare a tasty and thoughtful surprise and make this Father's Day a memorable one!

What's more, prepare a quick and easy 5-minute meal for Dad with our recipe for the Classic French Toast (refer to Appendix) with ingredients you can easily find at Cheers. We are sure Dad will be pleased to try your creation!

Cheer Me Up Cards and Cheers' Exclusive Mobile Wallpapers

Cheers is set to deliver smiles to you by placing Cheer Up cards into random shopping bags, aimed at encouraging you to appreciate your smile and to make any difficult day just a little bit better.



Cheers' Exclusive Mobile Wallpapers are also available for download on <https://cheers.com.sg/cheerful-moments/>. Spread the cheer and download these adorable Cheers' Exclusive Mobile Wallpapers to cheer up your day!

Cheers for Every Moment

With more than 160 Cheers and FairPrice Xpress outlets across Singapore, including at all Esso petrol stations in Singapore, you can always find goodies to make a moment cheerful. Drop by to quickly pick them up at a store near you, or order them from the Cheers store on food delivery platforms such as Grab or FoodPanda, and relish them in the safety of your home!

Cheers for Breakfast On The Go – Rushing for your next Zoom appointment or HBL lesson? Get energised with a quick bite. Pick from a variety of breakfast items, starting from just S\$1.00.

Cheers for Treats After Studying – Reward yourself or your kids with a sweet treat after putting in a hard day's work. Get up to 46% off your favourite snacks!

Cheers for Munchies on Movie Night – Cosy up with your partner for that well-deserved blockbuster or binge-watching. With discounts of up to 40%, now is the time to stock up on munchies or drinks.

Cheers FOR BREAKFAST ON THE GO.



Shop at Cheers now

2 for
\$4.50
UP: \$5.00



POLAR
Baked Tuna Puff

3 for
\$6.00
UP: \$7.00



DOTS
Donut Kit

Cheers FOR TREATS AFTER STUDYING.



Shop at Cheers now



up to
46% OFF

Cheers FOR MUNCHIES ON MOVIE NIGHT.



Shop at Cheers now



up to
40% OFF

Cheers FairPriceXpress

Cheers FairPriceXpress

Cheers FairPriceXpress

Over 100 Products on Promotion

Get more bang for your buck when you buy your favourite beverages, snacks, ready-to-eat products and necessities at Cheers! From 25 May to 2 August 2021, Cheers will be offering promotions for over 100 products over the ten weeks.

Cheers FOR DEALS EVERY VISIT.

25 May - 2 Aug



 \$1.00 <small>UP: \$1.65</small> per pack YAN YAN Caramel Snack Assorted 50g	 \$1.70 <small>UP: \$3.05</small> per pack LINDT Excellence Assorted 50g	 \$1.75 <small>UP: \$3.00</small> per bot POKKA Tea Assorted 250ml	 \$1.80 <small>UP: \$3.00</small> per pack SUNSHINE Enriched Soft White Bread 400g	 \$1.85 <small>UP: \$3.00</small> for 2 THREE LEGS Cooking Oil 200ml	 \$1.95 <small>UP: \$3.30</small> per pack CADBURY Chocolate Bites Assorted 50g
 \$2.00 <small>UP: \$3.00</small> for 3 DOLE Assorted Oranges/Peaches 500g	 \$2.70 <small>UP: \$3.00</small> per pack HUDSONS Assorted Assorted 50g	 \$2.95 <small>UP: \$4.20</small> for 2 AMBROSIAL Greek Style Yogurt Assorted 200g	 \$2.95 <small>UP: \$3.50</small> per pack CHUAN HENG BEE Soup in Jar Original 180g	 \$3.60 <small>UP: \$4.00</small> per bot BIORÉ Foam Handwash Assorted 250ml	 \$3.70 <small>UP: \$4.00</small> for 2 CALBEE Japanese Assorted 50g
 \$3.95 <small>UP: \$4.00</small> per pack CHUAN HENG BEE Miso/Kani Dry Noodle 180g	 \$4.50 <small>UP: \$5.00</small> for 2 POLAR Baked Tuna Puff 1x	 \$5.95 <small>UP: \$7.00</small> for 2 MARGOLD HL Milk Assorted 1x	 \$6.00 <small>UP: \$7.00</small> for 3 DOTS Donut Kit 1x	 \$7.95 <small>UP: \$8.00</small> for 2 KINOK Popping Ice Creams 5x	 \$9.00 <small>UP: \$10.00</small> for 2 CP Ready To Eat Meals Assorted 200g
 \$13.90 <small>UP: \$15.00</small> per pack SAVOUR Chewables Assorted 270g					

Pay with points
 Long shopping list? Stretch your dollar and redeem your LinkPoints to offset purchases at Cheers and FairPrice Xpress outlets!
150 LinkPoints = \$1 off



Cheers FairPriceXpress

Offers available at selected Cheers and FairPrice Xpress stores. Products and programs availability varies from store to store. While stocks last.

[Cheers.com.sg](#)
[Facebook](#)
[Instagram](#)

Highlights for Week 3 and Week 4 Promotions (8 to 21 June 2021)

	<p>[From Hokkaido Japan] SAVEUR's Hokkaido Cakes are for professional use, with supreme quality and rich taste, manufactured in Hokkaido, Japan. Major raw materials, such as Milk and Wheat are all produced in Hokkaido, the Land of Dairy and Agriculture.</p> <p>Promotion Price: \$13.90</p>
	<p>Chuan Heng Bee Suan La Fen 酸辣粉, Chong Qing's most popular Suan La Fen is now available in an instant bowl for a sumptuous and delicious meal in the comfort of your home!</p> <p>Promotion Price: \$2.95</p>
	<p>Lindt chocolate is crafted to indulge all your senses. From the silky shine to the full-bodied cocoa aroma, moving on to the crisp snap as you break into their exquisite Lindt EXCELLENCE collection bars, building up to tasting the extraordinary flavours of our luxurious bars.</p> <p>Promotion Price: \$1.70</p>
	<p>Calbee Jagarico is a long-selling and one of the most popular Japanese snacks made by Calbee. These crispy, crunchy sticks from Japan will wow you with their fresh taste.</p> <p>The potatoes sticks are fried, bagged in a packet so you can carry it around and snack at any time, and comes in different flavours.</p> <p>Promotion Price: 2 for \$3.70</p>
	<p>MARIGOLD HL Milk boasts a unique BonePlus formulation with Vitamins K and D that aids in calcium absorption and improves bone strength. It is also high in calcium and protein, containing 400mg of calcium and 10g of protein in every 200ml glass of milk. MARIGOLD HL Milk is also low in fat (99-per-cent fat-free) and low in lactose, making it more than just a glass of milk.</p> <p>Price: 2 for \$5.95</p>
	<p>There's no denying the nostalgic quality of King's Potong Ice Cream. And even if you've never been through the good old days, its uniquely Asian flavor is sure to rekindle your childhood memories. King's Potong is Still Singapore's No. 1 Potong!</p> <p>Promotion Price: 2 for \$7.95</p>

For media enquiries, please contact

Jo Jasiele, Mobile: 9695 8157, Email: jo@brand-cellar.com

Melissa Daniel, Mobile: 9662 1552 Email: melissa@brand-cellar.com

Joyce Tan, Mobile: 8126 3096, Email: joyce@brand-cellar.com


Appendix






Check out the full list of 20 items that are on promotion for Week 3 & Week 4 (8 to 21 June 2021).

All 20 Items for Week 3 and Week 4 Promotions (8 to 21 June 2021)

	<p>Yan Yan Creamy Flavoured Biscuit Dip by Meiji.</p> <p>Did you know that Singapore is the first country to produce Yan Yan outside of Japan? This fun dipping snack is now available over 30 countries! Swirl and crunch to enjoy the single creamy dips like Chocolate, Strawberry, Vanilla, and Hazelnut. This product is Halal Certified.</p> <p>Price: \$1.00</p>
	<p>Lindt chocolate is crafted to indulge all your senses. From the silky shine to the full-bodied cocoa aroma, moving on to the crisp snap as you break into their exquisite Lindt EXCELLENCE collection bars, building up to tasting the extraordinary flavours of our luxurious bars.</p> <p>Promotion Price: \$1.70</p>
	<p>Established in 1977 by parent company POKKA SAPPORO FOOD & BEVERAGE LTD., JAPAN, POKKA SINGAPORE is a leading beverage company in Singapore and the Asia-Pacific. The company manufactures and markets a wide range of beverages under the reputed brand name "POKKA".</p> <p>Promotion Price: \$1.75</p>
	<p>Sunshine Enriched Soft White (400g)</p> <p>Savour the goodness of Sunshine Enriched Soft White Bread. Baked with quality High Protein Wheat Flour, this bread is soft and fluffy. Not to mention, every slice is enriched with essential vitamins and minerals.</p> <p>Promotion Price: \$1.80</p>

	<p>Since its production in 1937, Three Legs Cooling Water has been the go-to household cooling remedy. It remains the brand's flagship product and a trusted brand for generations, withstanding the test of time for more than 80 years. Today, Three Legs Cooling Water is widely distributed and consumed by millions throughout Singapore, Malaysia and Indonesia.</p> <p>Promotion Price: 2 for \$1.85</p>
	<p>Cadbury Dairy Milk Assorted Bites is for those everyday moments of joy that you want to share with your near and dear ones with something sweet. Just one bite will take you into the world of warmth, happiness and spontaneous fun. Go ahead, buy Cadbury Dairy Milk today!</p> <p>Promotion Price: \$1.95</p>
	<p>A sweet and satisfying snack. Dole Fruit Bowls are full of delicious all-natural fruit. A convenient, portable & delicious way to enjoy your daily dose of fruit. All with no added preservatives, or colour. Packed in 100% juice, jelly comes with real fruits.</p> <p>Promotion Price: 3 for \$2.00</p>
	<p>Hudson's Eumenthol jujubes is a pure gum jujubes, a gum base derived from the Acacia tree, with the combination of two main ingredients Eucalyptus and menthol. The product dissolves slowly in the mouth, providing a gradual release of the active ingredients for the relief of cough and sore throat, leaving a pleasant, refreshing sensation and fresh breath.</p> <p>Promotion Price: \$2.70</p>
	<p>AMBROSIAL Greek Yoghurt is sterilized yoghurt which has undergone heat treatment and inoculated fermentation. It contains 35% more protein than ordinary yoghurt. In Greek, "Ambrosial" means especially delicious and fragrant.</p> <p>Promotion Price: 2 for \$2.95</p>

	<p>Chuan Heng Bee Suan La Fen 酸辣粉, Chong Qing's most popular Suan La Fen is now available in an instant bowl for a sumptuous and delicious meal in the comfort of your home!</p> <p>Promotion Price: \$2.95</p>
	<p>Biore Instant Foaming Hand Wash, contains anti-bacterial ingredients to wash away germs on skin. It is formulated with Skin Purifying Technology (SPT) to keep hands moisturized after wash, has mild acidity and pH balance similar to bare skin and comes in long lasting fruity/citrus fragrance.</p> <p>Promotion Price: \$3.60</p>
	<p>Calbee Jagarico is a long-selling and one of the most popular Japanese snacks made by Calbee. These crispy, crunchy sticks from Japan will wow you with their fresh taste. The potatoes sticks are fried, bagged in a packet so you can carry it around and snack at any time, and comes in different flavours.</p> <p>Promotion Price: 2 for \$3.70</p>
	<p>A drink well-liked in Singapore and Malaysia, JJ Bandung Rose delivers an uplifting mix of rose flavour and infused with the creamy richness of milk. This distinctive beverage will captivate your palate and leave you feeling refreshed.</p> <p>Promotion Price: \$3.85</p>
	<p>Chuan Heng Bee Mala Dry Flat Noodle contains Soybean and Crispy Radish. The spiciness level can be adjusted by adding lesser seasoning.</p> <p>Promotion Price: \$3.95</p>
	<p>Equipped with over 90 years in making scrumptious pastries in sunny Singapore, Polar ensures that each and every one of their pastries is made with care and love to give you a bite that you can't forget. Tuna lovers rejoice in this Polar Tuna Puff, crispy pastry filled with flaky tuna, diced onions and button mushrooms.</p> <p>Promotion Price: 2 for \$4.50</p>

	<p>MARIGOLD HL Milk boasts a unique BonePlus formulation with Vitamins K and D that aids in calcium absorption and improves bone strength. It is also high in calcium and protein, containing 400mg of calcium and 10g of protein in every 200ml glass of milk. MARIGOLD HL Milk is also low in fat (99-percent fat-free) and low in lactose, making it more than just a glass of milk.</p> <p>Price: 2 for \$5.95</p>
	<p>Dots filled with authentic KITKAT® chocolate and decorated with chunks of the most famous bar. Take a break with the new Dots made with KITKAT®!</p> <p>Promotion Price: 3 for \$6.00</p>
	<p>There's no denying the nostalgic quality of King's Potong Ice Cream. And even if you've never been through the good old days, its uniquely Asian flavor is sure to rekindle your childhood memories. King's Potong is Still Singapore's No. 1 Potong!</p> <p>Promotion Price: 2 for \$7.95</p>
	<p>Prepare fuss-free meals with a variety of CP Ready to eat meals. Shorter preparation time & easy meals for one or the whole family.</p> <p>Promotion Price: 2 for \$9.00</p>
	<p>SAVEUR's Hokkaido Cakes are for professional use, with supreme quality and rich taste, manufactured in Hokkaido, Japan.</p> <p>Major raw materials, such as Milk and Wheat are all produced in Hokkaido, the Land of Dairy and Agriculture.</p> <p>Promotion Price: \$13.90</p>

Classic French Toast

Recipe Information - products in **blue** are available @ Cheers & FairPrice Xpress outlets:

Ingredients

- 3 slices of bread - to cut into triangles, if you prefer
- 2 Eggs
- 1 cup Milk

- 1 teaspoon of Vanilla extract and/or ground cinnamon (optional)
- Butter – melted on the griddle for cooking
- Maple syrup/Honey (optional)
- Any fruits (we prefer Strawberries, Blueberries and Raspberries) or Potato Chips (for indulgence)

Instructions

1. Whisk together eggs, milk, vanilla extract and/or cinnamon in a flat-bottomed pie plate or baking dish. Place bread slices, one or two at a time, into the egg mixture and flip to make sure both sides of bread are well-coated.
2. Melt butter in a large skillet or on a griddle. Place bread slices in a pan and cook on medium heat until golden brown on each side, about 2-3 minutes.
3. Serve immediately or keep warm in the oven until ready to serve, but no longer than about 30 minutes.