

FOR IMMEDIATE RELEASE

Cheers Brings Japan to You with Japan Fair 2021

Products from Japan Include 40th Anniversary Mobile Suit Gundam Coffee,

Kit Kat KOI Matcha and Ichiran Ramen Instant Pack!

Cheers' Japan Fair will be held from 2 to 29 March 2021

Cheers to Japanese treats

2 - 29 Mar 2021

Cooling Sips

\$2.00
UP \$2.50

per pack

ASAHI
Golden Counter Culture 330ml Bottles
10/14

\$2.40
UP \$2.50

for 2

LIFE
Japanese Green Tea 500ml
10/14

\$8.50
UP \$9.90

per pack

JOT
Taohehe Assorted 20g x 40g

Satisfy Your Cravings

\$5.50

per pack

NISSAN
Pork Ramen with Wild Dongwanse
Pork & 7 Fresh Springrolls with
Crispy Veg. Strips
280g x 54g

\$7.00
UP \$8.40 for 2

for 2

KITKAT
ChocoMilk Chocolate / Milk Chocolate
115g 5g x 78g

\$11.95
UP \$16.00 for 2

for 2

MEIJI
Shio Ramen
Assorted 6 x 120g

\$8.90
UP \$9.00

per pack

SHOKAKU
Pork Ramen 270g

\$2.25
UP \$2.50

per pack

TREATS
gummy TamaGo 60g

\$17.80
UP \$18.80

per box

SUNNY HILLS
Assorted Ramen
500g

\$14.90
UP \$16.90

per pack

ICHRAN
14 Milk-Style Toppings
260g

\$1.50
UP \$1.60

each

POLAR
Milk Chocolate 50g

Only a selection of selected Cheers and SunDays items shown.
Products may not be available for sale from time to time and subject to change.

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FairPrice express


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SINGAPORE, 12 March 2021 – Missing the Land of the Rising Sun? Here on the sunny island of Singapore, you will find a mini Japanese paradise at Cheers! From 2 to 29 March 2021, Cheers is hosting a Japan Fair, bringing you exciting items from Japan, from anime-themed coffee to adorable tea bag holders, ramen to Kit Kat and ice cream! With more than 160 Cheers outlets across Singapore, most operating 24/7, you can satisfy your Japanese hankerings anytime, anywhere!

This Japan Fair brings you treats from Japan you can get your hands on:



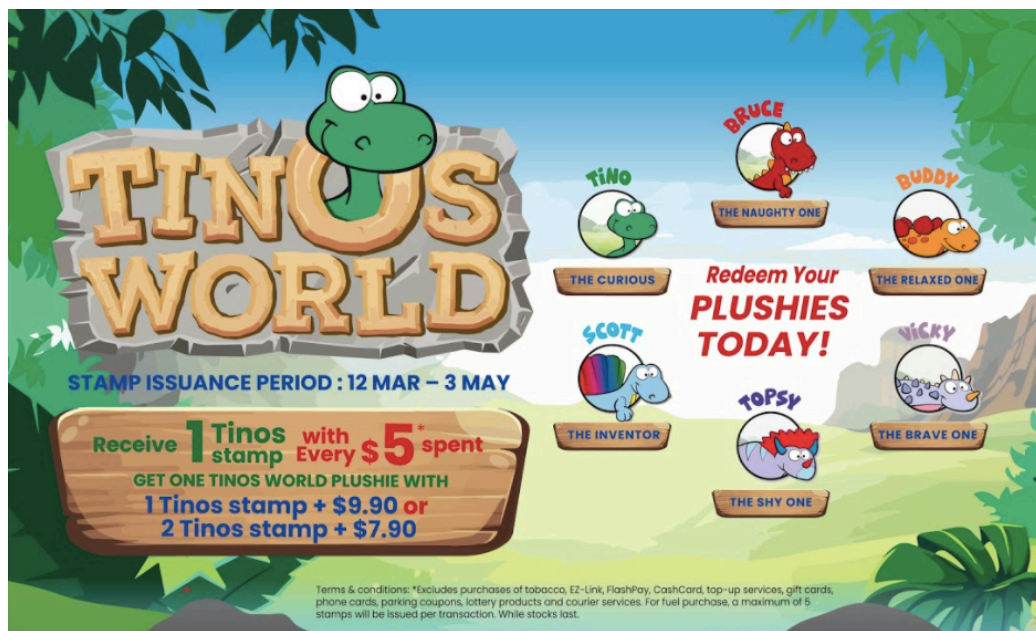
Georgia Coffee Mobile Suit Gundam Collection: Talk about the perfect mashup — to celebrate the 40th anniversary of Mobile Suit Gundam, Georgia Coffee has teamed up with animation studio Sunrise Inc to launch limited-edition merchandise and coffee-can collectibles! Each coffee can comes with a Gundam sketch, which bears the name of the pilot. Also, relish the unforgettable richness and aroma of the perk-me-up: Georgia's Emerald Mountain Blend, enhanced with slightly sweetened milk. An offshoot of Coca Cola Company, Georgia Coffee is the world's first ready-to-drink coffee brand first launched in Japan in 1975. Today, it is the world's No. 1 ready-to-drink coffee brand.

	<p>Ichiran Hakata-style Thin Noodles: Missing Japan and the taste of its famous Ichiran ramen? Here is your chance to enjoy a delicious bowl of Ichiran ramen right in the comfort of your home. “Ichiran (一蘭)” is a popular Fukuoka-based ramen chain offering Hakata-style Tonkotsu ramen with pork bone broth soup, with many branches in and outside of Japan. The noodles are Hakata-style thin straight noodles, which are produced by experienced noodle artisans using special, rare wheat flour. These noodles have a pleasant chewy, slippery texture and the soup broth is characterized by its outstandingly rich umami taste, created through a process of trial and error. The secret of the success of Ichiran’s ramen lies in the secret red powder which is a mix of various kinds of spices in addition to Ichimi Togarashi, resulting in an exquisite taste balance.</p>
	<p>KitKat KOI Matcha: Made from the rich, high-quality matcha of Uji, Kyoto and with twice the Uji matcha than previous editions! In the product name, koi means ‘strong-flavoured’, if you love intense flavors, you definitely won’t want to miss this latest Japan-exclusive offering.</p>
	<p>Life Japanese Green Tea: A healthier choice of Green Tea made in Japan with no sugar added. Drinking green tea has been shown by studies to be beneficial to health because of the goodness in green tea catechins. Grab a bottle and enjoy its light yet refreshing taste!</p>



Other than the above-mentioned products, Cheers also carries a wide selection of treats and snacks that will whisk you away to the heart of Japan. Quell hunger pangs with delicious Ajitsuke Tamago, Teriyaki Chicken Wrap and Teriyaki Chicken Sandwich!

Exclusive Tinos World Plushies to Collect



And from Japan to a fictional world of animals — Tinos World has teamed up with Cheers and FairPrice Xpress to create an exclusive line of plushies. There is a total of six plushies to collect: Tino the Curious, Bruce the Naughty One, Buddy the Relaxed One, Vicky the Brave One, Topsy the Shy One and Scott the Inventor.



Curious Tino enjoys seeking a new adventure every day and has found his friends, Bruce, Vicky, Buddy, Topsy and Scott to accompany him on his journey. Naughty Bruce always enjoys playing tricks on his friends and hits it off with Tino as both of them enjoy exploring. Relaxed Buddy has been friends with Tino since a young age, loves making new friends with everyone and is a friend that truly listens and cares for all around him.

Scott the Inventor is always able to get Tino out of trouble with his quick and thoughtful inventions and is always by Tino's side thinking of how to cross deep rivers or climb big mountains using his smart thinking. Shy Topsy has always been the "Shy" one of the group and spends most of her time with Scott, helping him build new things to take on their adventures. Brave Vicky comes from a long

line of family protectors, always protecting her family and friends whenever they are in trouble, and always on the lookout in case danger arrives.

Collect all 6 dinosaurs today! Simply spend S\$5 in a single receipt and receive 1 Tinos sticker. To redeem 1 plushie, collect 1 Tinos Sticker and top up S\$9.90, or collect 2 Tinos Stickers and top up S\$7.90.

Cheers' Tinos World campaign will run from 12 March to 3 May 2021.

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