

FOR IMMEDIATE RELEASE

K-dramas Making You Miss Korea? Cheers brings Korea to you with Exclusive, Fun and Trendy “Korean Fan Favourites” available across more than 160 stores island-wide
Cheers’ Korea Fair will be held from 6 April to 3 May 2021



@cheers_sg | #cheerssg
 #peperosg | #paldo | #lottesea | #samyang

SINGAPORE, 14 April 2021 – Cannot stop watching Korean dramas and find yourself longing to visit the wondrous sights of the country? Cheers brings you the next best thing! From 6 April to 3 May 2021, Cheers’ Korea Fair will showcase unique and exclusive items as well as wildly popular fan favourites from Korean brands! With more than 160 Cheers outlets across Singapore, most operating 24/7, you can enjoy convenient access to these specially curated Korean goodies!



Check out the highlights:

Exclusive to Cheers



Re:Zn Stick Jelly: Wish to have the flawless and supple skin just like the Korean superstars? This stick jelly, which brims with collagen, takes you one step closer! Grab the chance to try this exclusive product, only available at Cheers! It comes in three delicious flavours:

- **Black Garlic:** Packed with prebiotics; regulates blood sugar and boosts energy
- **Pear & Balloon Flower:** Full of antioxidants; supports bronchi function and promotes gut health
- **Citron Collagen:** Comes with 1,000 mg collagen; supports skin

	moisture and strengthens immune system
Food products	
	<p>Samyang Coffee: Famous for its wildly popular instant noodles, South Korean brand Samyang has launched a series of chilled coffee in a cup, which comes with an oh-so-cute design. Each is brewed with high-quality Arabica coffee beans that promise great fragrance. Each sip will whisk you away to the country!</p>
	<p>Samyang Bowl Noodles: Need a comforting bowl of noodles that will energise you during your TV marathon? Cheers carries two of Samyang's instant noodles:</p> <ul style="list-style-type: none"> • The Hot Chicken ramen noodles are not for the faint-hearted. Halal certified, each bowl will have you fanning your tongue and sweating in no time. Each big bowl is perfect for those with insatiable appetites! • The Carbo Hot Chicken ramen is a new take on Samyang's original Buldak Bokkeum Myeon, one of the spiciest Korean noodles (also called Korean fire noodles). An innovative twist on the Italian carbonara, this ramen is less spicy compared with the original hot chicken ramen, but it still packs a spicy punch!
	<p>Paldo Jjajangmen Bowl Noodles: Jjajangmen is a popular Korean and Chinese fusion dish. The thick chewy noodles are topped with black soybean sauce and vegetables. Quick and easy to prepare, the jjajangmen takes all but four minutes to cook in hot water. Then, drain the water and add the sauce to the noodles. Stir well and get to slurping the noodles!</p>
	<p>Korean Abalone in Brine or Sauce: Want to enliven your instant noodles? Top the noodles with the plump and tender abalone! Each can comes with 8 to 10 pieces of abalone.</p>
	<p>Lotte Choco Pie: This pie comes with soft and chewy marshmallow and is coated with premium-quality chocolate. Relish the rich and sweet chocolatey flavour.</p>
	<p>Lotte Pepero Stick Biscuits: Coming in an assortment of flavours from chocolate to peanut and almond, these snacks are highly addictive and crunchy.</p>

	<p>Binggrae Samanco Ice Cream Sandwich: One of the most beloved snacks in Korea, this fish-shaped waffle is filled with ice cream and paste. Available in Red Bean, Strawberry and Chocolate flavours.</p>
Alcoholic beverages	
	<p>Jinro Soju: A clear, neutral spirit that is akin to vodka, with about half the alcohol content. A celebrity pick, endorsed by popular singer-actress IU, it is best served chilled and a great accompaniment to instant ramen and Korean BBQ. It can also be mixed in cocktails as a substitute for vodka or gin.</p>
	<p>HITE Beer: South Korea's number 1 beer, this traditional pale lager has a smooth finish. Taste perfection that is steeped in 80 years of beer-brewing knowledge.</p>
	<p>Makkoli Rice Beer: To create this rice beer, Kooksoondang uses its patented rice fermentation technology to process 100% Korean rice. This high-quality rice beer has an abundance of amino acids and dietary fibre. Clean, smooth and fragrant, it boasts a milky and sweet taste. Free of sugar and gluten, it contains 4.5% alcohol.</p>

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