

## FOR IMMEDIATE RELEASE

### **Cheers unveils more irresistible deals with savings on over 100 products**

*Grab your perfect work-from-home companions - popular snacks and beverages such as the Farmhouse Dark Chocolate Milk, Nissin Cup Noodles, DOTS Confetti Donuts and more.*

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

@cheers\_sg | #cheerssg



SINGAPORE, 23<sup>rd</sup> June 2021 – Now more than ever, we all need good vibes! Add a spot of brightness to your week with Cheers' Cheerful Moments campaign, featuring savings on over 100 product over 10 weeks! Cheers continues to spread cheerful moments and unveils more irresistible deals on your favourite snacks and beverages, available at more than 160 Cheers and FairPrice Xpress stores island-wide!

Looking for snacks to munch on while working from home? Cheers has got you covered with the perfect work-from-home companions, a range of tasty treats and beverages you can easily grab and go at any Cheers outlet located near you! From Eureka Popcorn and Nissin Cup Noodles, to the popular Farmhouse Dark Chocolate Milk, and even ShaoMei Boba Matcha Latte Ice Cream Bar, there's something for everyone.

### **Cheer Me Up Cards**

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 sets, starting from just S\$1.90.

**Cheers for Treats After Studying** – Reward yourself or your kids with a sweet treat after putting in a hard day's work. Get more than 20% 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 30%, now is the time to stock up on munchies or drinks.



## 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.



 <b>\$1.00</b> U.P. \$1.80 for 2 <b>for 2</b> <b>WOODS</b> Lozenges Peppermint 15g	 <b>\$1.10</b> U.P. \$1.30 for 2 <b>for 2</b> <b>KG</b> Siew Mai 1s	 <b>\$1.80</b> U.P. \$2.40 for 2 <b>for 2</b> <b>PLAYMORE</b> Cooling Candy Assorted 18g	 <b>\$2.20</b> U.P. \$4.00 for 2 <b>for 2</b> <b>MOGU MOGU</b> Juice Drink Assorted 320ml	 <b>\$2.50</b> U.P. \$3.80 for 2 <b>for 2</b> <b>C-WIN2</b> Potato Crisps Assorted 120g	 <b>\$2.80</b> U.P. \$4.60 for 2 <b>for 2</b> <b>HEAVEN &amp; EARTH</b> Tea Assorted 500ml
 <b>\$3.20</b> U.P. \$4.80 for 2 <b>for 2</b> <b>FISHERMEN'S FRIEND</b> Mint Assorted 50g	 <b>\$3.85</b> U.P. \$6.60 for 2 <b>for 2</b> <b>DETTOL</b> Hand Sanitizer 50g	 <b>\$3.85</b> U.P. \$5.00 for 2 <b>for 2</b> <b>POLAR</b> Bubble Tea Assorted 450ml	 <b>\$5.95</b> U.P. \$6.80 for 2 <b>for 2</b> <b>FARMHOUSE</b> Low Fat Milk Dark Chocolate 1L	 <b>\$7.80</b> U.P. \$15.00 for 3 <b>for 3</b> <b>JAGERMEISTER</b> Liquor 20ml	 <b>\$9.95</b> U.P. \$11.90 for 2 <b>for 2</b> <b>KLEENEX</b> Tissue 3 Ply Box 4s x 130sheets
 <b>\$17.50</b> U.P. \$25.80 for 2 <b>for 2</b> <b>SHAOMEI</b> Ice Cream Bar Soda Citrus/Boba Matcha Latte 300g					
 <b>\$1.00</b> U.P. \$1.30 <b>per pack</b> <b>GARDENIA</b> Bun Sambal Ikan Bilis 70g	 <b>\$1.70</b> U.P. \$2.30 <b>per cup</b> <b>NISSIN</b> Cup Noodles Assorted 75g	 <b>\$3.75</b> U.P. \$4.50 <b>per pack</b> <b>EUREKA</b> Popcorn Assorted 80g	 <b>\$3.90</b> U.P. \$4.90 <b>per pack</b> <b>PRATAWALA</b> Curry Chicken Biryani 380g	 <b>\$5.40</b> U.P. \$7.20 for 4 <b>for 4</b> <b>DOTS</b> Donuts Lemon/Confetti 1s	 <b>\$5.50</b> U.P. \$6.40 <b>each</b> <b>SCS</b> Butter Salted/Unsalted 227g/250g

### 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 variants availability varies from store to store. While stocks last.







[Cheers.com.sg](https://www.cheers.com.sg)

[CheersSG](https://www.facebook.com/CheersSG)

[Cheers\\_sg](https://www.instagram.com/Cheers_sg)



### Highlights for Week 5 and Week 6 Promotions (22 June to 5 July 2021)

	<p><b>[Gift with Purchase]</b> Singapore's No.1 butter, <b>SCS Butter</b> is fully imported from Australia. Since 1905, SCS Butter has been gracing kitchens with the richest aroma and flavour, perfect for adding life to your favourite recipes.</p> <p>Purchase 2 SCS butter blocks and get a FREE measuring cup!</p> <p><b>Promotion Price:</b> \$5.50</p>
	<p><b>FARMHOUSE Dark Chocolate Low Fat Flavoured Milk</b> is made from the best tasting ingredients – vividly bittersweet premium cocoa with delicious goodness of milk to fete you with the heavenly taste of bliss in a glass, perfect for all occasions.</p> <p>The halal-certified FARMHOUSE Dark Chocolate Low Fat Flavoured Milk is low in fat and high in calcium, and carries the Healthier Choice Symbol by the Health Promotion Board (HPB).</p> <p><b>Promotion Price:</b> 2 for \$5.95</p>
	<p><b>Shaomei Ice Cream Bar</b> is a product of Taiwan, sweeping the nation with its Brown Sugar Boba flavour. The product comes is available in 2 flavours: Soda Citrus and Boba Matcha Latt.</p> <p><b>Promotion Price:</b> 2 for \$17.50</p>
	<p>Indulge in life's little pleasures and sink your teeth in <b>myEureka's</b> evenly coated, tasty and delicious popcorn. The finest ingredients are picked and each batch is carefully made with love.</p> <p><b>Promotion Price:</b> \$3.75</p>
	<p>Tuck into a hearty <b>Prata Wala</b> Frozen Ready-to-Eat Meal. Chicken pieces grilled in a charcoal-fired tandoor and cooked in tomato-based curry, paired with basmati biryani rice.</p> <p><b>Promotion Price:</b> \$3.90</p>
	<p>Every year, <b>DOTS</b> launches new varieties of their donut range that follow the latest global trends. They offer more than 190 varieties and the most extensive range on the market (minis, big, ball shaped, filled, with toppings and much more).</p> <p><b>Promotion Price:</b> 4 for \$5.40</p>

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## Appendix

Check out the full list of 20 items that are on promotion for Week 5 & Week 6 (22 June to 5 July 2021).

<b>All 20 Items for Week 1 and Week 2 Promotions (25 May to 7 June 2021)</b>	
	<p><b>Woods Peppermint Lozenges</b> uses natural peppermint and anise oil as an antiseptic to loosen up the phlegm in the lungs, provides relief from cough and gives effective protection against infection, it gives a soothing sensation on your throat and fresh sensation on your breath.</p> <p><b>Promotion Price:</b> 2 for \$1.00</p>
	<p><b>KG Food</b> makes fresh and frozen products, built on the QUALITY of products, VALUE, the CONVENIENCE to customers and breadth of their RANGE.</p> <p>Backed by extensive experience, clean and hygienic facilities, they have built and maintained a reputation as the maker of the very best - fresh, frozen paus and dim sum.</p> <p><b>Promotion Price:</b> Siew Mai - 2 for \$1.10</p>
	<p><b>Playmore</b> Sugar Free Cooling candies come in Green Apples, Watermelon and many other flavours for everyone, anytime &amp; anywhere. A fun and trendy candy for fresh breath, and it is also halal certified.</p> <p><b>Promotion Price:</b> 2 for \$1.80</p>
	<p><b>Mogu Mogu</b> is a Nata De Coco Drink available in various flavours. Mogu Mogu Delivers a Fragrant Blend of Various fruits that is absolutely delicious. With an ultra-tropical Lychee flavour, Orange, Strawberry, Pineapple, Mango and Grape flavour, this juice makes for a perfect beverage.</p> <p><b>Promotion Price:</b> 2 for \$2.20</p>
	<p>The secret to Win Win's success starts with its high quality ingredients. These ingredients are then skillfully mixed, shaped and processed into snacks by using the highest food safety/hygiene and quality standards. <b>Win Win Potato Crisp Crackers</b> comes in many flavours!</p> <p><b>Promotion Price:</b> 2 for \$2.50</p>
	<p><b>Heaven and Earth Fruity Teas</b> fuse freshly brewed tea with fruit flavors and other natural ingredients to deliver a fresh, calming contemporary expression of tea.</p> <p><b>Promotion Price:</b> 2 for \$2.80</p>

	<p><b>Fisherman's Friend</b> strong traditional lozenges, containing menthol and eucalyptus, were first developed in 1865 for fishermen working in the extreme conditions of the Icelandic deep-sea fishing grounds. Today, millions benefit everyday from these same invigorating qualities in over 100 countries around the world.</p> <p><b>Promotion Price:</b> 2 for \$3.20</p>
	<p>Let's protect what we love: our families, our friends and our communities. <b>Dettol Hand Sanitiser</b> kills 99.9% of germs and helps to prevent the spread of germs when you're out and about. At Dettol, we want to empower hand hygiene habits for protection from germs. Because Dettol is more than just a brand...it's an action!</p> <p><b>Promotion Price:</b> 2 for \$3.85</p>
	<p>Singapore's First Bubble Tea in a bottle. Enjoy Authentic Taiwanese milk tea with chewy konjac pearls. <b>Polar Bubble Tea</b> Variety Pack includes all its best-selling flavours - Assam Tea, Brown Sugar, Premium Coffee and Peach Tea.</p> <p><b>Promotion Price:</b> 2 for \$3.85</p>
	<p><b>FARMHOUSE Dark Chocolate Low Fat Flavoured Milk</b> is made from the best tasting ingredients – vividly bittersweet premium cocoa with delicious goodness of milk to fete you with the heavenly taste of bliss in a glass, perfect for all occasions.</p> <p>The halal-certified FARMHOUSE Dark Chocolate Low Fat Flavoured Milk is low in fat and high in calcium, and carries the Healthier Choice Symbol by the Health Promotion Board (HPB).</p> <p><b>Promotion Price:</b> 2 for \$5.95</p>
	<p><b>Jägermeister</b> is a German digestif made with 56 herbs and spices. Developed in 1934 by Wilhelm and Curt Mast, it has an alcohol by volume of 35%. The recipe has not changed since its creation and continues to be served in its signature green glass bottle.</p> <p><b>Promotion Price:</b> 3 for \$7.80</p>
	<p>Every sheet of <b>Kleenex 3-ply tissue</b> is made from 100% virgin fiber, offering the utmost softness and gentleness. By choosing Kleenex, it helps in protecting the earth as Kleenex ensures raw materials are from legal and responsibly-managed forests.</p> <p><b>Promotion Price:</b> 2 for \$9.95</p>

	<p><b>Shaomei Ice Cream Bar</b> is a product of Taiwan, sweeping the nation with its Brown Sugar Boba flavour. The product comes is available in 2 flavours: Soda Citrus and Boba Matcha Latt.</p> <p><b>Promotion Price:</b> 2 for \$17.50</p>
	<p>Make your taste buds happy with <b>Gardenia Sambal Ikan Bilis Bun</b>! This fluffy soft bun packed with a tinge of spiciness definitely make a delectable breakfast treat or appetising snack on-the-go.</p> <p><b>Promotion Price:</b> \$1.00</p>
	<p>For 50 years, <b>Nissin Cup Noodles®</b> has been warming bellies and putting smiles on faces, it is the original instant ramen in a cup with no added MSG. Your favorite quick, easy and portable meal that just keeps getting better! To celebrate its 50th anniversary, they will be having contests, surprise giveaways and massive sweepstakes throughout the year.</p> <p><b>Promotion Price:</b> \$1.70</p>
	<p>Indulge in life's little pleasures and sink your teeth in <b>myEureka's</b> evenly coated, tasty and delicious popcorn. The finest ingredients are picked and each batch is carefully made with love.</p> <p><b>Promotion Price:</b> \$3.75</p>
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