

FOR IMMEDIATE RELEASE

Cheers and FairPrice Xpress Offer Hari Raya Favourites at Unbeatable Deals!

Light Up Your Raya Festive Draw – 100 Samsung 55" TVs and 100 Samsung Galaxy A12 Phones to be Won





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SINGAPORE, 26 April 2021 – Food brings people together during Iftar and Hari Raya celebrations – meal times are when lifelong memories are made. From **15 April to 17 May 2021**, Cheers and FairPrice Xpress are set to dole out perennial favourites at great prices! With over 160 stores island wide, Cheers and FairPrice Xpress offer convenient access to quick snacks as well as beverages for Muslims to break fast. They also offer a repertoire of items that families will need to host an unforgettable Hari Raya open house.

Hari Raya Lucky Draw

From **15 April to 19 May 2021**, spend S\$30 in a single receipt to participate in the “Light Up Your Raya Draw” and get a chance to win attractive Samsung products. 100 Samsung 55" Samsung Galaxy A12 phones to be won!

Check out the highlights:

Drink Up Delights	
	Made from palm dates and fresh milk, Farm Fresh Kurma Milk is the ultimate milk booster, rich in iron to aid in the development of healthy red blood cells. Great for a buka puasa after a long day.
	A highly popular drink hailing from Indonesia, Sosro Teh Botol Original Tea Drink is a jasmine tea that teases with a delicate sweetness. Best enjoyed chilled, this beverage will invigorate your senses on a hot day!
	Bold, vibrant and fun-tasting, F&N Sparkling Drinks are bound to add a pop of colour and energy to the Hari Raya festivities! With a wide array of flavours, there is definitely something for everyone.
	A household brand, Yeo's offers an eclectic range of offerings. The traditional Bandung Rose Milk Drink is a beverage that will please both adults and children. Of a gorgeous pink colour, the unique blend of milk is imbued with a floral rose note. A great drink for recharging, the 100% Natural Coconut Water boasts natural minerals and electrolytes such as potassium, calcium and magnesium.
Bring on the Feast	
	Dole Soft Dried Fruits are Premium Quality seedless Fruits packed in travel-friendly packs for On-The-Go healthy snacking. A great source of antioxidants which add value to your overall health. Free from sulphur, preservatives, sugar and flavour, these soft dried fruits are completely natural from the farm to your table.
	A brand of gourmet snacks that has gained a cult status in Asia, The Golden Duck Co. offers local favourite offerings such as Salted Egg Yolk Potato Ridges, Salted Egg Crabs and Salted Egg Fish Skin. Alternatively, be whisked away to Bangkok with the Tom Yum Goong Gourmet Mix. Each snack is made with real ingredients and promises a savoury punch.

	<p>Citrahana Cookies offers a medley of Hari Raya must-have goodies: pineapple tarts, chocolate almond cookies and cashew sugee. Relish the crumbly, melt-in-the-mouth texture of the baked goods!</p>
	<p>NTUC FairPrice's house-brand snacks: The addictive Vegetable or Prawn Crackers; Tapioca Crisp or Spin Crackers; and Sambal Chilli Tapioca will go fast, so be sure to stock up more!</p>

Break Fast at Cheers and FairPrice Xpress!



Cheers FairPrice Xpress

break fast with Cheers & FairPrice Xpress

Buka puasa with Cheers! With any purchase in-store, Muslim customers will get 1 set of Dole Organic Soft Dried Dates and a LIFE Water or Milo Packet or pack of Kurma Milk. Till 12 May. While stocks last.

Selamat Berpuasa!

light up your Raya festive draw

15 Apr - 19 May 2021

WIN
100 Samsung 55" TVs &
100 Samsung Galaxy A12s

Spend \$30 in a single receipt for a chance to win! Terms & Conditions apply.

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

- 1) Ten Cheers & FairPrice Xpress convenience stores will be offering complimentary dates and water for all Muslim customers to break fast, with any in-store purchase!
 - Period: 13 April to 12 May 2021
 - Mechanic: With any in-store purchase, Muslim customers will get 1 set of DOLE Organic Soft Dried Dates (from Turkey) and Life Water. While stocks last.

2) Muslim PDVL drivers and food delivery riders can redeem a free bottle/packet of Seasons Ice Lemon Tea 1.5L/250ml at ten Cheers and FairPrice Xpress petrol stations, with any food* purchase!

- Period: 13 April to 12 May 2021
- Mechanic: Purchase any *Food Services Item (Polar, Délifrance, TCGC, Donuts, Kong Kwan, Treats Sandwich) and get 1 free bottle of Seasons Iced Lemon Tea 1.5L or Seasons Ice Lemon Tea Packet Drink 250ml (refer to Cheers website for more details under Hari Raya - <https://cheers.com.sg/promotions/>)
- While stocks last.

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