



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

**SLOW FOOD (SINGAPORE) PRESENTS
KUEH APPRECIATION DAY 2019
28 July 2019, Sunday, 10am – 4pm
at OUE Social Kitchen**

Singapore, June 2019 – The only Slow Food Convivium in Singapore officially authorised by the Slow Food International Association, Slow Food (Singapore) is proud to announce the return of 'Kueh Appreciation Day 2019' to the Singapore Food Festival 2019, after a year's hiatus. Taking place on 28 July 2019, Sunday, the event runs from 10am to 4pm at Singapore's first communal kitchen where friends and families can bond over cooking and eating together.

Kueh Appreciation Day celebrates Singapore's rich and varied traditional sweet and savoury kuehs, as well as their makers. Expect an assortment of delicious kueh crafted by local artisans spanning many of Singapore's communities: HarriAnns (Peranakan), Kuehs and Snacks (Teochew), Mary's Kafe (Eurasian), Hainan Xiao Chi (Hainanese), Pang's Hakka Delicacies (Hakka), and our **new vendors for 2019**, Deli Maslina (Malay, Halal), Julie Bakes (Malay, Halal), Chef Damian D'Silva (Eurasian) of Folklore and Poh Cheu Kitchen (Chinese).

A sell-out favourite at previous Kueh Appreciation Day editions, the unique Hainanese larp dumpling (sticky rice and pork cooked in woven coconut-leaf cases), will again make its appearance at the Hainan Xiao Chi booth. The making of larp will also be demonstrated by veteran Hainanese kueh makers together with Hainan Xiaochi.

In addition to the food vendors, accessory and jewellery crafter ThePigBakesClay will be purveying her range of earrings, rings, ornaments, necklaces and keychains, charmingly shaped with colourful kueh and local food motifs.

Says Slow Food (Singapore) President Anne Loh: “We are delighted to make a comeback this year to the Singapore Food Festival with Kueh Appreciation Day, which was very well received at our last three outings. With our new venue sponsor, OUE Social Kitchen, we aim to bring a refreshed event to Singapore’s kueh lovers, as well as re-ignite the passion for these humble snacks in a new audience. These time-honoured treats are a ubiquitous part of many Singaporeans’ lives, and we hope that these culinary traditions and traditional businesses will continue to flourish.”

Those eager to encounter rarely-seen kuehs and explore their stories and the intricacies of their making can make online bookings for three **Kueh Demonstration Classes** on Klook (www.klook.com), or purchase tickets at the door on the day itself (pending availability).

Led by heritage kueh exponents who have been invited by Slow Food (Singapore) to share their insights, the classes are priced at **\$40 per person per class**:

- **10am–11am: CLASS 1 – Bolu Cocu** (Eurasian coconut sponge cake) by Chef Damian d’Silva of Folklore
- **12pm–1pm: CLASS 2 – Kueh Rose** (crispy fried sweet and savoury flower-shaped kueh) by food writer and cookbook author Christopher Tan
- **2pm–3pm: CLASS 3 – Hainanese Larp Weaving Demonstration** by Madam Ho Soo Pong

ENTRY & TICKETS

Entry is free to the general event and market to purchase kueh and lifestyle merchandise from the featured artisans. Tickets for the Kueh Demonstration Classes can be purchased online by the public, bookable at Klook (www.klook.com).

KUEH APPRECIATION DAY 2019 – ARTISAN VENDORS

Poh Cheu Kitchen (Chinese) – NEW – 127 Bukit Merah Lane 1, #01-230

Started in 1985 by husband-and-wife Neo Poh Cheu and Lim Kim Noi, with the goal of making the best ang ku kueh and soon kueh, the business moved to a couple of districts before finally settling in its current home in Bukit Merah. Their daughter Ang Eng Wah, joined the business when she felt her parents were getting along in years. Her son Jerome Ng, the third

generation, joined Poh Cheu after university and is looking to use technology such as online platforms to improve his family's business while still retaining the traditions that are the foundation. Poh Cheu started with six flavours of ang ku kueh – peanut, green bean, salted bean, yam, durian and coconut. They now have 12 flavours, adding red bean, black sesame, green tea, mango, pineapple and coffee. With three generations working together, Poh Cheu is confident of becoming a household name in kueh.

Deli Maslina (Malay, Halal) – NEW – 151 Bedok Reservoir Road, #01-1743

Since 1981, Deli Maslina has been well-known for its wide range of more than 50 traditional kuehs, snacks and cookies, such as kuih jongkong, kuih bakar, makmur, lapis, onde-onde, epok-epok and pineapple tarts. While some items are still available at its original location in Bedok North's Mukmin coffee shop, its larger and now flagship branch is in Bedok Reservoir. For nearly four decades, Deli Maslina has been faithfully supplying Malay kueh devotees with their true-blue traditional recipes, especially for festive occasions such as Hari Raya Aidilfitri.

Julie Bakes (Malay, Halal) – NEW – 14 Baghdad Street

Founded by Juliana Jahayer, Julie Bakes started out as a home-based business but can now be found nestled on Baghdad Street. Her kueh-flavoured cakes, other baked goodies and daily specials (which are often her mother's heritage recipes, such as epok-epok and kuih talam) fly off the shelves – the stipulated operating hours are “while stocks last”. Julie's fusion of Asian and Western flavours and techniques has proved popular with a growing group of fans. The ondeh-ondeh cake and ondeh-ondeh tarts are crowd favourites.

Chef Damian d'Silva (Eurasian-Peranakan) – NEW – Folklore Restaurant, 700 Beach Road, Level 2

Of Eurasian-Peranakan parentage, Chef Damian D'Silva serves up 'Singapore Heritage Cuisine' at his restaurant Folklore, which he opened in 2017. Focusing on home-cooked flavours, time-honoured cooking techniques and kitchen wisdom from Eurasian, Peranakan, Chinese, Malay and Indian cuisines, he also creates dishes using signature flavours from all the above to appeal to a new generation of foodies, such as the sambal buah keluak fried rice.

Pang's Hakka Delicacies (Hakka) 小彭客家菜, [facebook.com/hakkapang](https://www.facebook.com/hakkapang)

Being a Hakka and frustrated with the scarcity of traditional Hakka food in Singapore, Chef Pang Kok Keong – the established French-trained pastry chef behind the Antoinette patisserie – is determined to recreate recipes that will hopefully be passed down through the generations.

He has been actively researching and testing recipes of traditional Hakka food for the past seven years. Chef Pang hopes that his small effort will go a long way towards preserving noteworthy Hakka culinary heritage. With a small menu such as abacus seeds, mee tai mak and mugwort kueh, this pet project has Fans order through the WhatsApp number on his Facebook page and collect their purchases in the alley behind his Antoinette cafe at 30 Penhas Road.

Mary's Kafe (Eurasian) - 20 Bendemeer Road

At this very popular lunch spot, Mary Gomes, author of *The Eurasian Cookbook*, cooks up classic Eurasian cuisine, distinguished by a blend of Portuguese and South-East Asian influences with a long history. The set lunch – comprising rice and curry, vegetables, drink and dessert – changes every day, with different curries from Mary's considerable repertoire on offer: ayam buah keluak, beef smooer, fish curry, curry tebal and so on. Also highly recommended are sugée cake, pang suzie, pattie curry puffs, apom bekuah and chocolate cake.

HarriAnns Nonya Table (Peranakan) - 230 Victoria Street, #01-01A, Bugis Junction Towers

HarriAnns Nonya Table is a family-run café chain popular for its Peranakan delicacies crafted with precious family recipes. Founded in the 1940s as a humble push-cart run by Madam Chia Ngak Eng, the business moved a decade later into Tiong Bahru Food Centre, still run today by Madam Chia's son, Harry, and his wife, Annie. Branches at Bugis Junction, Suntec City and Ocean Financial Centre are helmed by the third generation, Harry's son, Alan, and his wife, Sharon. Popular items include kueh rainbow lapis, kueh sarlat, ondeh ondeh kueh dadar and chu bee png (glutinous rice with braised peanuts).

Hainan Xiao Chi (Hainanese) - 22 Toa Payoh Lorong 7, #01-35

A real social hub for the Hainanese community in and around Toa Payoh, this stall was started by the late Madam Yeoh Min Lin in the late 1970s to support her family. Now run by her son Simon Goh, it has become renowned for its yi buah – an quintessentially Hainanese kueh made from glutinous rice flour, shredded coconut, palm sugar, ginger, sesame and peanuts, wrapped in banana leaves and usually eaten at special occasions such as weddings and birthdays.

Kuehs and Snacks (Teochew) - 125 Bukit Merah Lane 1, #01-164 Alexandra Village C3 and Block 7 #01-84 Empress Road (Farrer Road market)

Specialising in Teochew kueh, Kuehs and Snacks are dedicated to making classic recipes the traditional way. Madam Chia Siew Ying, who came to Singapore from Amoy in China as a little girl, still rises early to begin hand-making her specialties along with her son Simon Goh and their family of helpers. The signatures include soon kueh filled with succulent bamboo shoots, chive-stuffed koo chye kueh, png kueh enclosing seasoned glutinous rice, as well as the rare cikak kueh, whose skin has a unique aroma and taste from a Chinese herb that grows wild near rice paddies.

FACT SHEET

Name of event: Kueh Appreciation Day 2019

Organiser: Slow Food (Singapore)

Date: 28 July 2019, Sunday

Time: 10am to 4pm

Venue: OUE Social Kitchen, Downtown Gallery, 6A Shenton Way #03-02/03, Singapore 068615

Price: Free entry to the general event, kueh prices apply.

Kueh Demonstration Classes bookable on Klook (www.klook.com).

About Slow Food (Singapore)

Slow Food (Singapore) is the only Slow Food Convivium in Singapore officially mandated by Slow Food International Association. The main objectives of Slow Food (Singapore) are to safeguard Singapore's Gastronomic Heritage and to defend and promote Traditional Knowledge related to our rich and diverse food cultures. The public is invited to join its various programmes to learn and share through talks, seminars, events, meals and other convivial activities. Slow Food (Singapore) is a non-profit community organisation. The society relies on donations in order to run the society, its programmes and projects.

About Slow Food International

Slow Food is a global, grassroots organisation, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

Slow Food envisions a world in which all people can access and enjoy food that is good for them, good for those who grow them and good for the planet, defined by three interconnected principles: good, clean, fair.

Now, a network of 100,000 members in over 160 countries – grouped into 1,500 local chapters called convivia – develops activities, projects and events at a local, regional and global level. These currently include: • More than 5,000 Slow Food initiatives each year • Over 10,000 small producers involved in more than 550 Presidia projects • Over 4,900 products at risk of extinction promoted through the Ark of Taste catalogue • 1,300 food education activities and 350 school gardens in 100 countries • Terra Madre network activities which involve 2,400 food communities, 1,000 cooks, 500 academics and 1,000 young activists

Media Assistance

For high res visuals and other media enquiries, please contact:

Noelle Tan

Email: noelleslowfood@gmail.com

-end-