

Food & Wellness

APR - JUN 2024 ISSUE

Taste the ocean

Trace the journey of the finest quality seafood, as it travels from shore to store

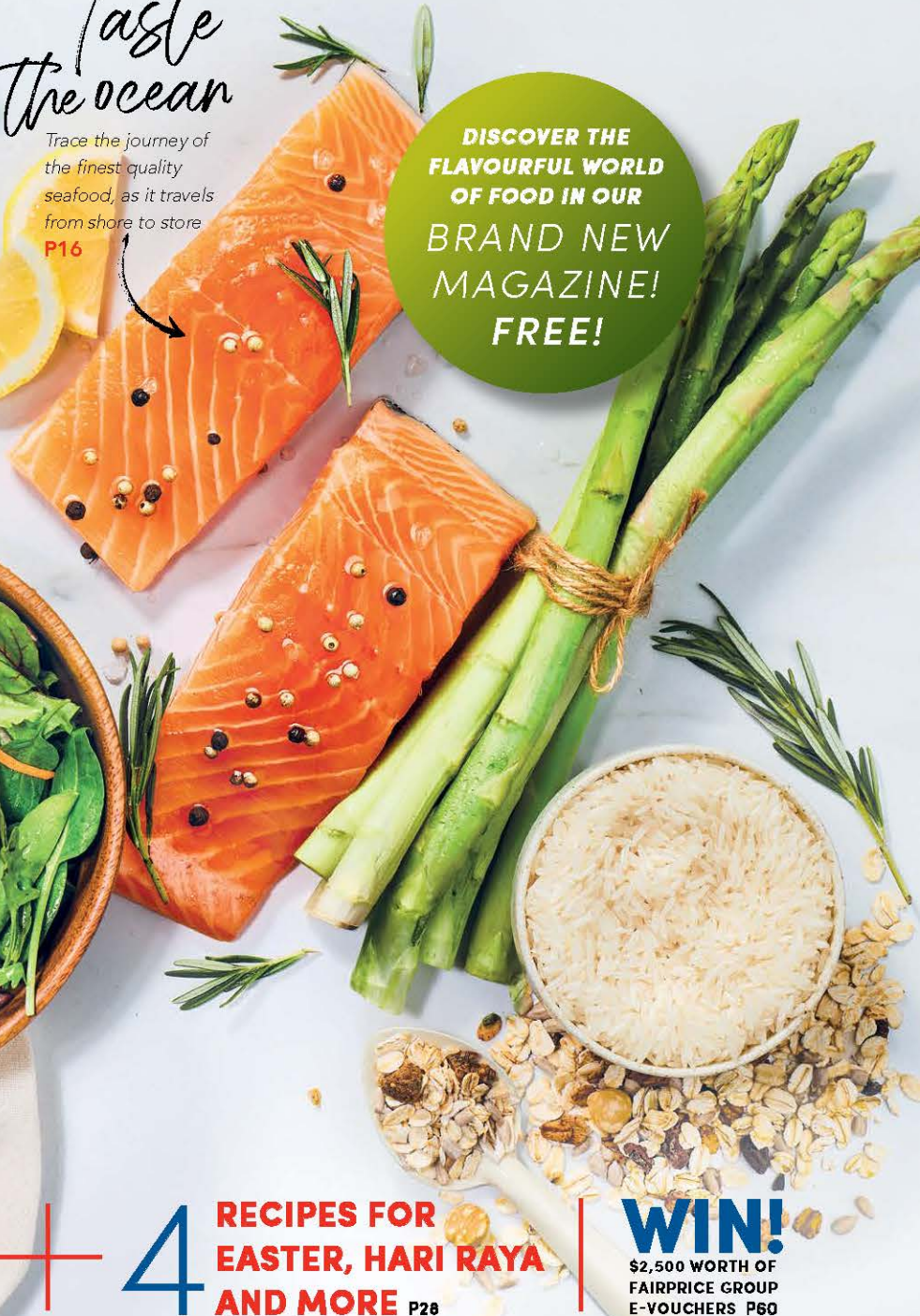
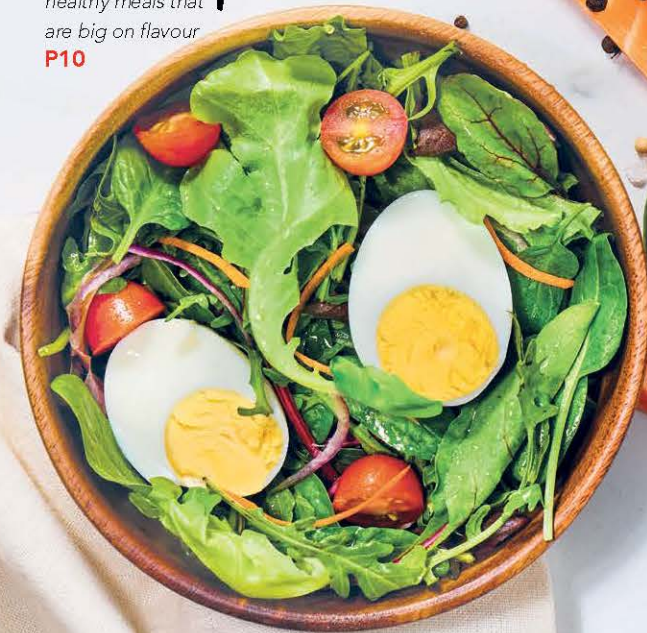
P16

DISCOVER THE FLAVOURFUL WORLD OF FOOD IN OUR BRAND NEW MAGAZINE! FREE!

Power up

Superfood suggestions for healthy meals that are big on flavour

P10



GET MORE STORIES!



EXCLUSIVE CONTENT ONLINE!



4

RECIPES FOR EASTER, HARI RAYA AND MORE P28

WIN! \$2,500 WORTH OF FAIRPRICE GROUP E-VOUCHERS P60



IN THE MOOD FOR FRESH FOOD

If you love to eat and live well, you've just found your must-read. Welcome to the very first issue of FairPrice Group's *Food & Wellness* magazine. Within these pages, you'll DISCOVER the latest culinary trends and tips, get INSPIRATION for your meals and shopping trips, and CONNECT with us through exclusive stories showing you a new side to the FairPrice Group. Whether you're a parent teaching your little one sustainable values, a savvy home chef, or a curious shopper hunting for bargains, you're sure to find something to your taste!

Available both in print and online, our first edition celebrates the theme of "freshness". After all, at FairPrice Group, we're all about keeping things fresh! Explore what goes into super bowls of nutrient-packed superfoods (pages 10 to 13), or get creative with recipes like succulent drunken prawns and zesty orange mocktails (pages 28 to 35).

Curious about how top-notch salmon, prawns and *batang* fish get from sea to your FairPrice neighbourhood store? Go behind-the-scenes and check out our seafood supply chain from pages 16 to 19.

A strong commitment to value also dominates our narrative, not just in savings but in enriching your shopping experience. To this end, we've gathered a line-up of experts to share insider tips on wine selection, health, wellness and more. Meet them on page 2!

And there's more in store beyond inspiration and insights. Take our quiz (page 60) for your chance to win \$50 FairPrice Group e-vouchers. So, step into a world brimming with taste, knowledge and rewards now — just flip the page to begin!

Food & Wellness Team

FairPrice Food & Wellness

APR - JUN 2024 ISSUE

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Publishing & Design
Consultant

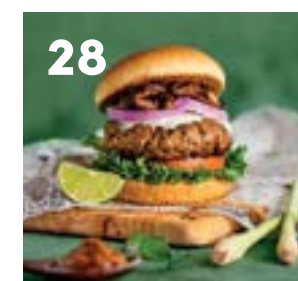
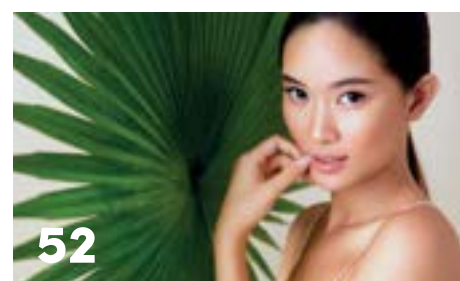


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TELL US WHAT YOU THINK

As they say "the customer is always right" — and we at FairPrice take this adage seriously. So do share your suggestions about what you'd like to see in our pages in the issues ahead.



CONTENTS

REJOICE

Our freshest stories

- 6 New In-Stores
- 8 Taste the World
- 10 Superfoods, Super Bowls

REFRESH

Be in the know

- 14 Helping Kids Shop for the Planet
- 16 From Shore to Store: Getting Fresh Sustainable Seafood to You Every Day
- 20 5 Tips for Beefing Up Your Shopping List
- 22 Mum's the Word
- 24 Double Duty: Best Plants for Home and Health

RELISH

Recipes, tips and tricks

- 28 Celebrate with Every Bite
- 36 Raise Your Spirits with Emerging and Vintage Varietals
- 38 Choosing the Best Catch
- 42 Out for a Break
- 44 A Taste of 5 Coffee Trends at Home
- 45 Ready to Heat, Ready to Eat

REAL & READY

What's on at FairPrice

- 46 Chore No More
- 48 Your Gateway to Greater Value
- 50 Eat Well from Just \$3!

REVIVE

Beauty, health and wellness

- 51 Lightly Salted, Please
- 52 Your Clean Beauty Breakdown
- 54 Rejuvenate the Mighty Ginseng Way

REACHING OUT

Making a difference

- 56 Lifting Hearts & Filling Tummies

REWARDS

- 58 SMEG Loyalty Programme
- 60 Contest: Read and Reap the Rewards!

Featured products and variant availability vary from store to store. For more details, please contact foodandwellness@fairprice.com.sg



MEET OUR FAIRPRICE EXPERTS

TAKE YOUR SHOPPING JOURNEY TO NEW HEIGHTS WITH THEIR INSIGHTS ON THE LATEST FOOD, WINE AND WELLNESS TRENDS.



HIEW KOO WEE
Pharmacist, Unity Pharmacy

As the pharmacist-in-charge at the Unity store in Woodleigh Mall, Koo Wee regularly helps customers and patients with their health and wellness concerns. Having been with the Unity Chain for four years and holding a Master of Pharmacy (Honours) from King's College London, she also offers services like chronic disease management and medication reviews.



CORA LEE
Wellness Coach, Yoga Teacher and Nutritionist

A former banker, Cora took up yoga after the birth of her second child and fell in love with its therapeutic and restorative benefits. She is now a certified yoga coach and nutritionist, with expertise in injury management, functional anatomy and effective communication.



CH'NG POH TIONG
Wine Writer and Consultant

Poh Tiong has been a wine consultant to FairPrice for more than 20 years, sharing his expert knowledge on wines from around the world. He's also the Regional Chair for Asia at the UK's Decanter World Wine Awards, a Senior Judge of *The World of Fine Wine's* Best Wine Lists of the World Competition, and a Keeper of the Quaich, the highest honour in Scotch Whisky.



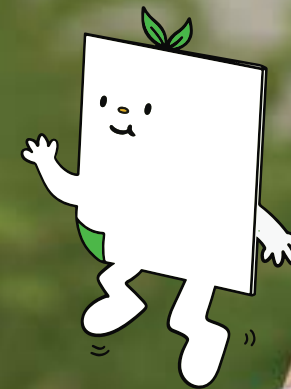
YEO PHENG HAN
Seafood Expert and Skilled Cutter

The next time you drop by FairPrice Xtra in VivoCity, keep an eye out for Pheng Han, or Mr Yeo to his customers! He's been with FairPrice since 1992, and is always happy to share his extensive knowledge about selecting, storing and cooking seafood of any kind.

Say Hello to NO FUSS Laundry!

Discover convenience on a new level with bio-home Laundry Sheet Detergent

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- ✓ Saves time and space
- ✓ Light and compact
- ✓ Pre-measured dosage



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ENAMEL SAFE



1 YEAR
WARRANTY*

*LED Device, when used as directed. *From the date of purchase

好人 好事 好米
Good Man • Good Deeds • Good Rice



**2kg 8020 Mixed
Fragrant Rice**



**5kg New Crop
Thai Hom Mali Rice**



NEW IN-STORES

EXPLORE OUR LATEST ARRIVALS, FROM
SELF-CARE STAPLES AND DAYTIME DRINKS
TO EFFORTLESS PARTY FAVOURITES.

SOMETHING
CAUGHT YOUR EYE?
ADD TO CART NOW!




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Self-care ESSENTIALS

- ① Sensodyne Sensitivity & Gum Toothpaste
- ② Ryo Hair Loss Expert Care Perfume Shampoo Gyeongju Moon
- ③ Dove Men+Care Oil-Control Moisturizer
- ④ Helaslim Belly Fat Burner



 FAIRPRICE FINEST EXCLUSIVE

 FAIRPRICE EXCLUSIVE

*Only available in-stores from end of April

Breakfast

BEVERAGES TO BOOST YOUR DAY

- ⑤ FairPrice 3-in-1 White Coffee – Hazelnut
- ⑥ Nestlé Omega Plus Dark Choc Adult Milk Beverage*
- ⑦ Nestlé Goodnes Dairy Free Oat Drink
- ⑧ Authentic Tea House Cold Brew Taiwan Jing-Xuan Oolong Tea Beverage (No Sugar) 500ml



PERFECT HOME Party Picks

- ⑨ Seaco Steamboat Four Treasures
- ⑩ Golden Chef Royale Premium Oyster Sauce
- ⑪ CP Roasted Chicken Wings Glazed with Sweet Honey
- ⑫ Harvest Fields Ice Cream Assorted 500ml
- ⑬ Supa Shots – B-52 Triple Sec Orange Liqueur & Coffee Cream Liqueur
- ⑭ Jackson's Sweet Potato Chips
- ⑮ Carman's Violet Crumble Protein Bar



TASTE THE World

AT ANY TIME OF THE YEAR, FAIRPRICE ENSURES A FRESH, RESILIENT AND DIVERSE VARIETY OF FRUITS AND VEGETABLES BY BRINGING THE FINEST PRODUCE FROM AROUND THE GLOBE TO OUR SHELVES. HERE ARE SOME PICKS OF THE SEASON.

Oranges

USA
The Navel variety is available all year round but in April, you may spot the Valencia and Cara Cara ones too.

Pears

AUSTRALIA
Packham pears are known for their large size and sweet, juicy flavour.

Pork

MALAYSIA
Most of FairPrice's fresh pork supply comes from Malaysia, as well as Australia. At the pork counters, our butchers can share tips on selecting the best cuts for your dishes.

Lemons

SOUTH AFRICA
To diversify its sources, FairPrice imports these versatile fruits from a range of countries including Australia, Turkey and South Africa.

Asparagus

THAILAND
Thanks to its warm climate, Thailand is a major producer of these crunchy vegetables.

Potatoes

NEW ZEALAND
These are grown all year-round in New Zealand so you can enjoy your favourite baked or mashed potatoes at any time.

Eggs

SINGAPORE
In 2021, Singaporeans annually consumed about 390 eggs on average, according to the Singapore Food Agency. This huge demand is one reason why FairPrice sources eggs from Singapore as well as Malaysia, Thailand, Japan, Poland, Denmark and, most recently, Brunei.

Red Onions

INDIA
Airflown from India, these are a must-have in every kitchen as they can be used for grilled, roast and braised dishes.



SUPERFOODS, SUPER BOWLS

NOURISH YOUR BODY WITH EASY-TO-PREP, ONE-BOWL MEALS PACKED WITH INGREDIENTS THAT ARE NUTRITIOUS, FLAVOURFUL AND COLOURFUL.

BY ERICA TAN

Imagine a medley of fresh, nutrient-dense and mouth-watering ingredients in one convenient bowl, perfect for any meal. Meet the super bowl — the answer to our need for quick yet nutritious meals. These combine the best of superfoods, ensuring a balance of taste and health benefits.

For starters, your super bowl should be heaped high with superfoods. As wellness coach Cora Lee shares with us: "Superfoods — which can be plant-based, fish or dairy — are nutritionally dense and packed with vitamins, minerals

and antioxidants. Consuming such foods can provide a sense of fullness and so, reduce cravings for unhealthy foods!"

Superfoods also include legumes, nuts, seeds, berries, dark green leafy vegetables, mushrooms and more. And it's a common misconception that these power-packed foods are all about Western diets. "Some people may ask, 'what if I don't like arugula and spirulina?'," Cora notes, adding that Asian staples like beansprouts and bok choy or spices like turmeric are affordable superfoods easily found in supermarkets. "Superfoods are not only essential and beneficial to our overall health," she says. "They also bring variety and fun to our meals, making these less boring and more enjoyable!"

Besides being nutritious, a well-prepared bowl is perfect for an Instagram shot, too. Plus, with just one bowl to clean, you save time and that's good for your health and mood.

Feeling hungry? Here are three super bowls to get you started, from AM to PM.

Tip

IF YOUR BOWL IS BURSTING WITH COLOURS, IT'S A SIGN YOU'RE EATING A VARIETY OF SUPERFOODS.



Oats

BREAKFAST OF CHAMPIONS

Kickstart your day with a fresh take on a classic recipe.

Oats · Fruit · Nuts · Seeds

Mix oats with your milk of choice, then refrigerate overnight in an airtight container. In the morning, add your toppings and enjoy!

Why it's super: Fibre-rich oats keep you fuller for longer and help your digestive system stay healthy, while vibrant fruits like blueberries and strawberries are high in antioxidants and minerals to boost immunity and fight inflammation. Nuts and seeds like almonds and chia are great for your brain, and add a delightful crunch.

Cora explains: "From almonds to walnuts to Brazil nuts, these little gems are known to reduce the risk of cognitive decline and boost mental sharpness. Seeds like pumpkin seeds contain zinc, copper and magnesium that help with nerve functions."



CORA LEE
WELLNESS COACH,
YOGA TEACHER AND
NUTRITIONIST



SCAN THIS QR CODE

GET A YUMMY BRAIN-BOOSTING SMOOTHIE RECIPE FROM WELLNESS COACH CORA!



Tofu



**ALTAMURA FOGLIA
SUBLIME LEAVES –
BABY SPINACH**

Rich in iron, vitamins C and E, potassium, and magnesium, baby spinach can help support immune function and aid the digestive system.

AFTERNOON DELIGHT

A light yet satisfying super bowl to beat that post-lunch slump.

Tofu · Spinach · Chickpeas · Tomatoes

This nutrient-dense bowl will keep you satiated and energised. Marinate tofu cubes, pan-fry or bake, and combine with spinach, chickpeas and tomatoes. Drizzle with a spicy sesame oil and soya sauce dressing for extra flavour.

Why it's super: Tofu and chickpeas make it heart-healthy. Spinach adds essential nutrients, while tomatoes, which are packed with vitamin C and lycopene, benefit prostate health.

Cora explains: "Leafy green vegetables are more than just fibre. They contain vitamin K, folic acid and lutein for brain health. Beans and legumes are rich in magnesium, which can help lower stress."

DINNERTIME REIMAGINED

Who says carbs are bad for you?

Soba · Scallops · Capsicum

Why not try a hearty bowl of soba with sautéed scallops and sliced red capsicum? Sprinkle crushed peanuts for a subtle crunch, and add a burst of flavour with a sweet-and-sour umami dressing using soya sauce, honey and lemon juice (see recipe, below right). For variety, use salmon, broccoli and toasted sesame seeds instead.

Why it's super: High in complex carbohydrates, soba (or buckwheat noodles) pairs beautifully with omega-3-rich scallops and vitamin-loaded capsicum. This combination supports heart health while offering a balance of proteins and essential nutrients.

Cora explains: "Complex carbs like whole grains can benefit mental health through the sustained release of glucose — providing steady energy to the brain and stabilising your mood."



FUKUYAMA HOKKAIDO SCALLOPS

Rich in protein and choline, which is a brain-boosting nutrient, scallops add both nutrition and decadence to meals. Large, meaty and sweet, Hokkaido scallops are known in Japan for their high quality.

POWER UP YOUR SUPER BOWLS WITH THESE SUPERFOOD PAIRINGS

DOUBLE THE NUTRIENTS AND GOODNESS FOR YOUR DIET.

+ This combo enhances the absorption of antioxidants, making it great for salads.

AVOCADO **TOMATO**

+ A perfect match for breakfast bowls, providing probiotics and antioxidants.

BERRIES **YOGHURT**

+ For a fibre and protein kick, add almonds to your kale salad.

KALE **ALMONDS**

+ Meets your daily protein requirements in the healthiest way.

QUINOA **BLACK BEANS**

+ This duo is rich in omega-3 fatty acids and vitamins, and easy on the palate.

SALMON **BROCCOLI**



Scallops

SOYA, HONEY AND LEMON DRESSING

OUR TASTE BUDS CAN'T RESIST THIS TANGY-SWEET RECIPE.

- Juice from half a lemon
- 1 teaspoon soya sauce
- 1 teaspoon extra virgin olive oil
- 1 teaspoon sesame oil
- 1 teaspoon honey at room temperature

Whisk these ingredients well, then drizzle over soba noodles and salmon.



HELPING KIDS SHOP FOR THE

Planet

GOOD ECO-FRIENDLY HABITS BEGIN EARLY, SO SHOW THE LITTLE ONES HOW TO MAKE THE WORLD A GREENER PLACE TO GROW UP IN.

BY PEARLYN THAM

Climate change is a global concern, with impacts visible in our daily lives. Just look around you — extreme heat, unpredictable weather and rising sea levels.

In Singapore, temperatures have risen significantly over four decades, from 26.9°C in 1980 to 28°C in 2020, according to the National Climate Change Secretariat in Singapore. This can affect our ecosystem, leading to more heat stress and creating an environment for diseases like dengue. Our mean sea levels have also increased at the rate of 1.2mm to 1.7mm a year from 1975 to 2009 — worrying news for a low-lying island like ours.

Our children may face environmental challenges when they grow up and have kids of their own. Families can

make a difference now, starting with simple, mindful habits, as recommended by the National Environment Agency.

LEARN THE LABELS

A trip to the supermarket can be a practical lesson in eco-awareness. Encourage your kids to look for environmental logos and understand their significance.



Products with the **Roundtable on Sustainable Palm Oil** (RSPO) logo use only sustainably sourced palm oil. All of FairPrice's housebrand items that contain palm oil are procured from RSPO-certified suppliers.



The **Logo for Products with Reduced Packaging** (LPRP) shows products that have been redesigned to use less packaging material.



The **Forest Stewardship Council's** (FSC) tree-and-tick logo means that wood or paper products come from responsibly managed forests. This magazine, for instance, is printed on FSC-certified paper, and uses sustainable soy-based inks.

Although you might have noticed various numbers and symbols printed on **different plastics**, they are resin identification codes and don't show that they can be recycled. Generally, beverage bottles, soap bottles, plastic bags, egg trays, fruit boxes and takeaway containers are recyclable in Singapore. However, foil-packaged items, melamine products, toys and plastic packaging contaminated with food should be discarded as general waste.

EMBRACE SUSTAINABLE LIVING EVERY DAY

MAKE A POSITIVE IMPACT WITH ENVIRONMENTALLY FRIENDLY PRODUCTS FOR THE FAMILY.



PASAR SINGAPORE FRESH CAGE FREE EGGS

These locally produced eggs meet the Humane Farm Animal Care Program's standards, including a nutritious antibiotic-free diet and sufficient space for the hens.



FAIRPRICE FACIAL TISSUE BOX (3PLY)

Made from virgin pulp, these extra-thick and soft tissues are also 100 per cent-certified by the Forest Stewardship Council (FSC), just like all Housebrand dry paper products.



FAIRPRICE VEGETABLE OIL

This naturally cholesterol-free cooking oil is made from sustainable palm oil certified by the Roundtable on Sustainable Palm Oil (RSPO), like all palm oil products sold at FairPrice since 2022.

Products are available at selected FairPrice stores only.



MORE THAN CHILD'S PLAY

TURN CARING FOR THE ENVIRONMENT INTO A FUN DAILY ROUTINE FOR THE LITTLE ONES.



Encourage creativity by repurposing washed fruit cartons, jam jars and old magazines into jewellery chests, candy jars and papier-mâché sculptures using paint and stickers. It's a productive break from digital screens and a lesson in sustainability.



Share stories of environmental heroism with books like *What is Climate Change*, *Monsters Go Green* and *Curious George Discovers Recycling*, available to borrow at National Library branches.



Explore the world of conservation digitally and download *A Quest to Save the Edmoral Kingdom* at www.cgs.gov.sg/resources, featuring eco-conscious activities, games and stories.

A FAMILY AFFAIR

Teaching sustainable habits can start during your family's supermarket visits. Show your children the environmental impact of choosing reusable bags over single-use plastics. These plastics take centuries to decompose, polluting oceans and endangering marine life.

Since 2019, the FairPrice Group has implemented its "No Plastic Bag" initiative — the first local supermarket operator to do so — resulting in about 57 million plastic bags saved in 2022. It also has 33 reusable bag racks in outlets across Singapore, where customers can leave excess reusable bags for others who need these more.

Alongside reducing plastic use, FairPrice also aims to cut down on food waste with its "iM-PERFECT Fellas" initiative. Previously known as "Great Taste Less Waste", it offers blemished but otherwise wholesome fruits for \$2 a pack, preventing about 1,119 tonnes

of fruits from going to waste in 2022.

Beyond bag choices and embracing the value of imperfect produce, supermarkets are also ideal for educating young shoppers about selecting sustainably sourced and local foods. Point out products in eco-friendly packaging and Singapore-farmed items like eggs, vegetables, fruits and mushrooms.

By choosing homegrown produce, you help to support local farmers and reduce carbon emissions from long-distance transportation. FairPrice's collaboration with local producers like Sustenir and The Fish Farmer ensures the availability of fresh, sustainable options, and shows its commitment to minimising environmental impact.





FROM *shore* TO STORE:

GETTING FRESH, SUSTAINABLE SEAFOOD TO YOU EVERY DAY

EVER WONDERED HOW YOUR *BATANG FILLET* OR *TIGER PRAWNS* GET TO YOU DAILY? DIVE INTO HOW YOUR SEAFOOD GETS ON YOUR PLATE, WITH FAIRPRICE'S DEDICATED PROCESS.

BY PEARLYN THAM



11:30pm



Your spectacles fog up and you feel the winter-like chill the moment you step inside FairPrice's Central Butchery. The reason? The temperature at this Upper Thomson Road warehouse facility — which receives, examines, processes and packs about two tonnes of seafood every day — is kept at a constant 12°C to 15°C.

Venture deeper in, to where the chillers for frozen seafood are located, and the mercury drops to -18°C and below — which explains why the 20-plus staff here are always in thick puffer jackets and boots. An electronic monitoring system is in

place to ensure temperatures of the storage rooms and production areas remain within the correct range.

MORE THAN 200 TYPES OF SEAFOOD, AND COUNTING

"Every part of our supply chain is important in maintaining the freshness and quality of seafood produce," explains Aaron Loh, Senior Category Executive, Fish and Seafood. "At our

storage facility, maintaining controlled temperatures and adhering to hygiene standards are crucial."

Aaron points out that the Central Butchery is the first point of contact for more than 200 types of seafood like prawns, salmon and pomfret that go from shore to store — and eventually to your plate. He adds that FairPrice sources its seafood

"EVERY PART OF OUR SUPPLY CHAIN IS IMPORTANT IN MAINTAINING THE FRESHNESS AND QUALITY OF SEAFOOD PRODUCE."

Aaron Loh, Senior Category Executive, Fish and Seafood, FairPrice Group



7:00am



2:00am



5:30am



from a diverse array of countries like Malaysia, Indonesia, Vietnam, Thailand and even farther afield. "If any of these sources faces a supply issue, we can rely on the others and are well-prepared to ensure we do not face stock issues at our stores," he says.

THE MIDNIGHT PROCESS

The Central Butchery operates 24 hours a day, every day, rain or shine. Once supplies arrive at midnight, are checked and given the okay, they are sent on to the cutting department, where staff clean and portion out the various types of seafood.

Following strict hygiene standards is crucial, says Ashley Liao, Manager,

Food Safety & Quality – Fresh Produce and Supply Chain Compliance. "We prioritise mitigating risks right from the source and implementing proper food handling procedures at the Central Butchery to ensure that safe and good-quality seafood reaches our customers," she explains.

Next, the cut and cleaned seafood is packed, weighed and labelled according to store orders that have been keyed into a central computer system.

TO THE STORES BEFORE DAWN

Cold chain delivery trucks, which have been fitted with temperature sensors, then transport the packed orders to supermarkets as early as 5.30am.

A second shipment goes out at 10am. Every delivery truck is checked for temperature compliance before it is loaded up.

When FairPrice's new warehouse facility is up and running at Sunview in the Joo Koon area later this year, up to seven tonnes of seafood will be processed there.

Aaron shares that the new premises will span 700,000 sq ft — which is the size of about 1,000 three-room HDB flats — and house more than 35,000 storage pallets for both fresh chilled and frozen seafood. "We will certainly be able to ramp up our supply of fish and seafood, and continue to serve our customers even better," he explains.





BEHIND THE SCENES:

THE JOURNEY OF YOUR SEAFOOD

TAKE A CLOSER LOOK AT HOW FAIRPRICE ENSURES EVERY PIECE OF SEAFOOD YOU BUY IS OF THE HIGHEST STANDARD.

"Salmon, batang, cod, prawns and scallops are popular year round!"



STAGE 1

LOTS OF CARE GOES INTO SELECTING THE BEST FISH BEFORE YOU BUY.

An eye on what's trending

Our buying team monitors market trends all year round for inspiration and new dishes.

Choosing the right suppliers

We partner with the Marine Stewardship Council (MSC) and work with suppliers who share our values to keep things safe, transparent, traceable and fresh.

A global selection

Sourcing from around the world keeps our supply resilient. For example, salmon is brought in from Chile, New Zealand and more.

"We can wash the cutting boards up to 100 times in one day."

Hee Choon Chong, Lead, Central Purchasing Unit, FairPrice Group



STAGE 2

STORING, PREPARING AND DELIVERING FISH FROM FAIRPRICE'S HIGH-TECH CENTRAL BUTCHERY.

Keeping things cool and fresh

Seafood starts arriving from Jurong Fishery Port and Changi Airport at midnight in special trucks that keep it chilled below 7°C.

A commitment to quality

Everything is cleaned, degutted and cut based on stringent hygiene protocols, and we regularly test seafood in external labs to mitigate risks.

Packing and delivering

Seafood is weighed, labelled and sent out to stores at 5.30am and 10am, ensuring maximum freshness throughout the day.

STAGE 3

DISPLAYING SEAFOOD IN-STORES.

Only the freshest and best

We check seafood before putting it on display and throughout the day.

Maintaining high standards

Cleaning procedures and display set-ups like seafood beds are strictly and regularly monitored.



SCAN THIS QR CODE

WANT TO KNOW HOW TO PICK THE VERY BEST CATCH? TURN TO PAGE 38 FOR TIPS FROM FAIRPRICE'S OWN SEAFOOD EXPERT, MR YEO!

GO BEHIND-THE-SCENES OF OUR SEAFOOD COUNTERS!

Enjoy the Wonder of Berries

NEW & Exclusive



High in Vitamin C



BE GOOD TO YOUR GUT



More Than Just Milk



*As compared to regular milk.

MARIGOLD HL Milk. The Perfect Balance of Highs and Lows.



5 TIPS FOR BEEFING UP YOUR SHOPPING LIST

IF YOU'RE IN THE MOOD FOR BRISKET STEW OR A PERFECTLY MARBLED STEAK, HERE'S WHAT TO LOOK OUT FOR AT THE COUNTER.

BY PEARLYN THAM

1 At the counter or chiller, fresh beef should be bright red. When cooking, the best way to find out if the meat is in good condition is to smell it, says Ajax Lam, logistics and sales manager at Australian supplier Silverdale/Rosedale Ruby Beef, Providore Global. Beef that has gone bad will smell sour or like rotten eggs.

2 Fresh beef has a dry, dense and firm texture with tightly packed muscle fibres. Also, Ajax says that if you press the vacuum-packed meat lightly and see

some blood oozing out, it's a good indicator of its freshness.

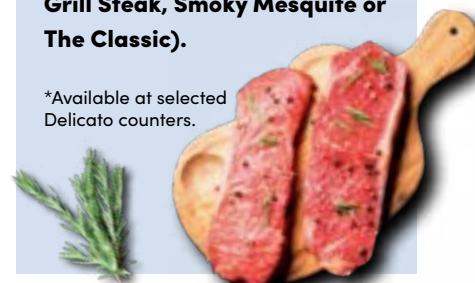
3 Consume your purchase within two to three days. Otherwise, portion the meat out first, repack it, and then store it in the freezer to ensure maximum shelf life.

4 At selected FairPrice stores, staff can help to vacuum-seal fresh beef, keeping it fresh for about 15 days in the refrigerator without any thawing needed.

DID YOU KNOW?

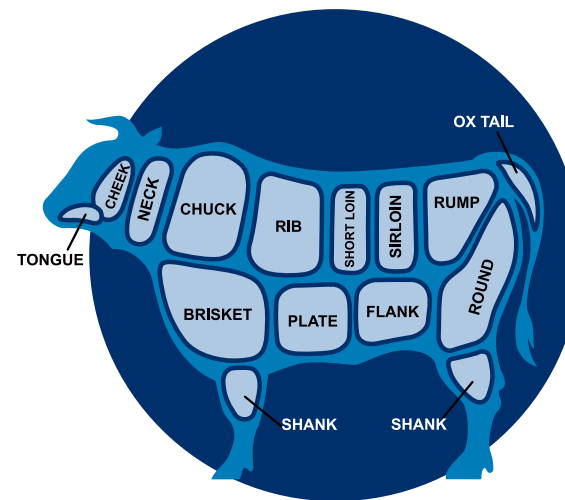
Your beef gets a free marinade* at FairPrice. If you want to skip the marinating step at home, staff at Delicato counters will dry-rub your beef with your choice of seasoning (choose from Spicy & Sweet, Grill Steak, Smoky Mesquite or The Classic).

*Available at selected Delicato counters.



5 Some lesser-known beef cuts are more affordable and can taste great with the right seasoning and cooking methods. For instance, the rump cap — a flat, boneless cut from the top sirloin — is rimmed with a thick slab of fat. Don't be put off by this as it is full of flavour and works best on the roast.

AJAX'S Tips



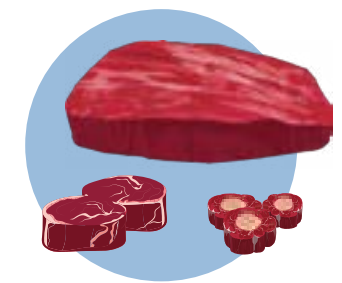
AN Ideal Cut FOR EVERY DISH

WITH THE RIGHT COOKING TECHNIQUE, EVERY CUT HAS THE POTENTIAL TO SHINE.



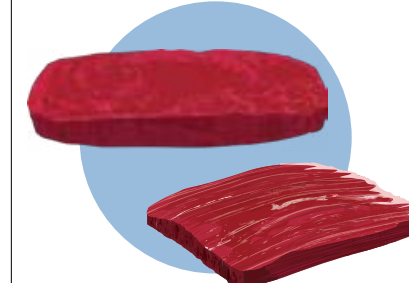
RIBEYE, TENDERLOIN, SIRLOIN

These tender cuts have higher marbling scores, which means they have more fat and are easier to chew. You can enjoy them on their own as steaks!



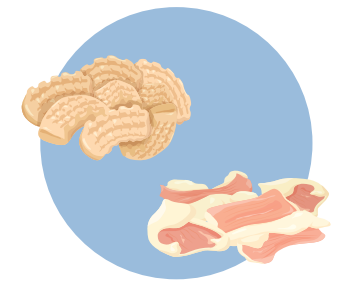
BRISKET, KNUCKLE, OXTAIL

Meaty cuts like these are packed full of flavour, making them great for braising or stewing in hearty dishes.



CHUCK, FLANK

Affordable and versatile, these cuts can be sliced, cubed or minced in a variety of dishes. They're particularly good in stir-fries.



TRIPE, TENDON

Looking to try something a little different for your next meal? Try braising or grilling these unique cuts.



MARINATE YOUR MEATS!

A DASH OF SALT AND PEPPER IS USUALLY ENOUGH, BUT WHY STOP THERE? TAKE YOUR BEEF TO A NEW LEVEL WITH THESE TIPS.

- Dry rubs** tend to be made with salt, pepper, garlic powder and condiments like chilli and onion powder. Pat the meat dry with paper towels, apply the rub and let it sit for at least 30 minutes before cooking.
- Wet rubs** are mixed with olive oil and double as marinades and tenderisers, so let the beef rest for several hours or even overnight for a deeper infusion.
- Smoky flavours** and beef are a beautiful match, with ingredients like paprika and black pepper bringing out the meat's richness.
- Short on time** but love the idea? FairPrice's free marinate service at selected Delicato counters preps your beef with your choice of rubs or marinades, ready to cook and enjoy.

GET HARI RAYA IDEAS FROM AROUND THE WORLD FOR BEEF, LAMB AND MORE!

SCAN THIS QR CODE

FOR THE SPORTY MUM

With these practical gifts, she'll feel refreshed, strong and ready for anything under the sun.

- 1 Ego SunSense Daily Face Invisible Tint Finish SPF50+
- 2 Swisse Ultiboost Magnesium, Calcium + D3
- 3 Simple Water Boost Micellar Facial Gel Wash

FOR THE WORKING MUM

Give her a boost that powers her through the day, and helps her sleep well at night.

- 4 L'Oréal UV Defender Sun-Repair Invisible Serum
- 5 Vicks ZzzQuil PURE Zzzs Melatonin Sleep Aid Gummies
- 6 Brand's Lutein Essence

FOR THE STAY-HOME MUM

These wellness and self-care gifts will provide support for a healthier, happier her.

- 7 Kinohimitsu Bird's Nest with Snow Lotus and Honey (Reduced Sugar)
- 8 Oral-B Pro Power Toothbrush Gumcare
- 9 Centrum for Women

FOR THE NEW-AGE MUM

Pamper her with gifts that balance her daily routine and enhance her well-being.

- 10 Kirona Aroma Diffuser
- 11 My Soda Hydrate Shampoo
- 12 Ocean Health Hair, Skin & Nails

MUM'S THE Word

SHE DESERVES THE BEST, SO TREAT HER WITH A GIFT SHE'LL LOVE FROM OUR CURATED MOTHER'S DAY COLLECTION.



SCAN THIS QR CODE

WATCH CORA LEE, A WELLNESS COACH AND BUSY MUM, SHARE TIPS FOR ADDING RELAXATION INTO DAILY ROUTINES.



HOLISTIC WAY PREMIUM GOLD CROWN CARE HAIR FOOD (30 CAPSULES)

To stay strong and shiny, hair needs a good deal of nutrients from vitamins and proteins, but it's hard for it to absorb enough of these from your daily food intake. These dietary supplements are made with nourishing ingredients like nettle root, ginkgo biloba, biotin and other B vitamins to strengthen hair growth and restore shine. They also contain *he shou wu*, a Chinese herb said to help hair retain its natural colour. Available only at Unity stores.



DOUBLE DUTY: BEST PLANTS FOR HOME AND HEALTH

**FROM INSECT-REPELLING BASIL TO
STRESS-RELIEVING PEPPERMINT,
NATURE-DERIVED INGREDIENTS IN
HOUSEHOLD PRODUCTS KEEP YOUR
HOME FRESH AND YOUR MIND AT EASE.**

BY PEARLYN THAM

Avase of jasmines on your shelf, a potted money plant by your favourite armchair and a hanging herb garden in your balcony — all these have more than one thing in common. Besides beautifying your home, their invigorating benefits can boost your mood and help you sleep better. This is why many fragrances, massage oils and skincare products are formulated with plant-based ingredients and scents.

But don't limit their benefits to your beauty routine. Now, household products also harness these advantages, being infused with the soothing scent of eucalyptus, the pest-repelling properties of citronella or the invigorating fragrance of oranges. The result: cleaning your home becomes an almost therapeutic experience.

Tips

DIY LEMON CLEANSER RECIPE — IN ONE EASY STEP

When life hands you lemons, make a lemon juice cleaning solution.



LAVENDER

Benefits: Used in herbal medicine since the time of the ancient Egyptians, this striking purple flower carries a unique relaxing scent, which is best known as an insomnia fix.

For the home: Lavender-scented laundry detergents work well for washing your pillowcases and bedsheets for a relaxing night ahead.



CITRONELLA

Benefits: Its distinct citrusy scent is often used to ward off insects, hence its popularity in bug sprays, candles and reed diffusers.

For the home: Citronella-infused disinfectant floor cleaners. Its subtle scent is not overpowering, and is child- and pet-friendly, and its anti-fungal properties make it a popular choice for cleaning floors.



PEPPERMINT

Benefits: Known to relieve migraines and stress, as well as nausea and muscle aches. Anyone with a pounding headache would appreciate how a cup of hot mint tea can soothe that pain-in-the-head situation.

For the home: A peppermint-scented room spray in the study can help to increase alertness. Plus, it is said to keep mice, ants and lizards away.



EUCALYPTUS

Benefits: The go-to plant when you have nasal congestion, a cold or the flu. In fact, putting a couple of drops of eucalyptus essential oil in a basin of hot water and inhaling the steam can clear a stuffy nose straightaway.

For the home: Room sprays, candles and reed diffusers. On cooler nights, add a drop of eucalyptus essential oil into your humidifier to make your sleep more peaceful.



GREEN TEA

Benefits: As a drink, green tea offers a host of benefits like improving digestion and lowering blood pressure. As a scent, it boosts mental alertness and reduces stress.

For the home: Dishwashing liquids. Green tea is also said to be an effective de-greasing ingredient while being gentle on sensitive skin.



CITRUS FRUITS

Benefits: Rich in vitamin C, fruits like lemons, oranges and grapefruit can strengthen your immunity, while their zesty fragrance perks up the senses quickly.

For the home: Air freshener sprays. Citrus ingredients are reported to remove odours from the air. →

Due to its high acidic content, the fruit acts as an affordable and effective natural cleanser, particularly on grease, food stains and limescale deposits.

The bonus: Its refreshing scent is a proven mood-lifter.

Method: Just mix one tablespoon of lemon juice with one tablespoon of white vinegar and two tablespoons of water. Use a sponge to apply this solution where you need it and rinse off with clean water.





BRING *Nature* INSIDE

COME BACK TO AN EVEN MORE RELAXING LIVING SPACE WITH THESE PLANT TIPS.



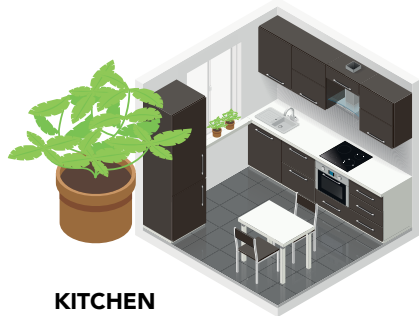
BEDROOM

If you sleep with the windows open, don't let annoying mosquitoes disrupt your sweet dreams. Lemongrass stalks are an affordable and readily available insect repellent — just make tiny cuts to release their mozzie-repelling scent and leave them in a vase. They dry up quickly though, so change the stalks every few days.



LIVING ROOM

Jasmine flower plants not only make your home look prettier; their gentle fragrance provides a calming effect.



KITCHEN

Don't just use basil in your stews and pastas. Place a pot of these leaves in your kitchen to drive away pesky flies.



BATHROOM

It can get steamy and humid here, so opt for plants that won't wilt in the heat. Aloe vera, which thrives in humid conditions without shedding leaves, is ideal. But make sure it's placed in a bathroom with ample light.



BALCONY

Spider plants are hardy, don't take up much space and work for small balconies when suspended from hanging planters. They are also ideal for city life because they purify the air.

NATURE-POWERED SOLUTIONS

SAY GOODBYE TO HARSH CHEMICALS. HERE ARE TWO GREENER WAYS TO CLEAN.



MAGICLEAN KITCHEN CLEANER NATURAL – FRESH ORANGE

While most kitchen cleaners are made with surfactants which help to trap and remove dirt, they can be harsh on sensitive skin. This formula is made with 100 per cent plant-derived surfactants so your hands won't suffer while you clean. It is also free of overpowering smells and added colourants.



MAGICLEAN FLOOR CLEANER NATURAL ESSENCE

Available in four fragrances, this uses plant-based cleaning agents that are gentler on skin, and natural essential oils to keep floors smelling great. It also boasts a "magnet tech" formula that removes sticky stains and dirt while leaving a non-sticky feel on your feet.



Premium

Barnfield Navels

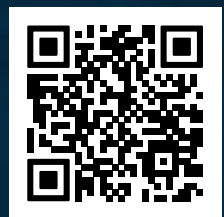



Sunkist

BARNFIELD NAVEL ORANGES

LATE-SEASON VARIETY
SWEET AND FULL FLAVOR
GREAT EATING QUALITY
SEEDLESS

Sunkist's roots run deep in California and Arizona, where multi-generational family farmers remain committed to the Sunkist legacy of consistently and responsibly delivering a premium brand that consumers trust. No matter the season, citrus can make life a whole lot sweeter (and healthier).



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CELEBRATE WITH EVERY BITE

FROM A HEARTY RENDANG BEEF BURGER TO NOURISHING DRUNKEN PRAWNS, THESE DISHES ARE GREAT FOR ENJOYING WITH FRIENDS AND FAMILY ON SPECIAL OCCASIONS.



RENDANG BEEF BURGER



SERVES
1 pax



PREP TIME
30 mins



SKILL LEVEL
Medium

SPICE THINGS UP A LITTLE FOR YOUR HARI RAYA GUESTS WITH THE BEST OF EAST AND WEST: RENDANG BEEF AND BURGER BUNS.



INGREDIENTS

- 1 tbsp oil
- 3-4 Mushroom Gourmet Swiss Brown mushrooms
- Salt and pepper
- 1 store-bought burger bun
- 2 lettuce leaves
- 1 red onion
- 1 tomato

Coconut milk mayonnaise dressing

- 100ml coconut milk
- 1 lemongrass stalk, bruised
- 4 kaffir lime leaves
- A pinch of salt
- 1 tsp lime juice, freshly squeezed
- 4 tbsp mayonnaise

Beef patty

- 75g minced beef
- ¼ large onion, chopped
- 2 tbsp pre-mixed rendang paste, any brand



INSTRUCTIONS

- 1 To make the dressing, combine the coconut milk, lemongrass and kaffir lime leaves in a small saucepan over low-medium heat, stirring occasionally.
- 2 Once the mixture starts to simmer, add the pinch of salt. Continue cooking until the mixture is reduced and thickened slightly.
- 3 Add the lime juice and mayonnaise, then stir and remove from heat. Refrigerate the dressing. Note: This makes enough dressing for 4 servings. Store any remaining dressing in an airtight container in the refrigerator for future use.
- 4 In a large bowl, combine the minced beef, chopped onion and rendang paste. Shape into a 1.5cm-thick patty.
- 5 Heat the oil in a frying pan over medium heat. Add the mushrooms, season with salt and pepper, and cook until soft. Remove from heat and set aside.
- 6 Cook the patty on a medium heat for about 6 to 8 minutes each side. Meanwhile, toast the bun.
- 7 Place the patty in the toasted bun. Drizzle 1 to 2 spoonfuls of the coconut milk mayonnaise over the patty, and top with the mushrooms, lettuce leaves, and a slice of red onion and tomato.



MUSHROOM GOURMET SWISS BROWN MUSHROOMS

These are low in fat but rich in potassium, iron and vitamins, and are versatile for soups, stir-fries and pastas.



YOMEISHU DRUNKEN PRAWNS

THIS MOTHER'S DAY, GIVE THAT SPECIAL WOMAN IN YOUR LIFE A MUCH-DESERVED BREAK WITH THIS NOURISHING DISH. BESIDES SIPPING YOMEISHU AS A HEALTH TONIC, USE IT TO ELEVATE THIS POPULAR PRAWN DISH.



SERVES
2-4 pax



PREP TIME
40 mins (plus marinating)



SKILL LEVEL
Easy



INGREDIENTS

- 8 tiger prawns
- 150ml Yomeishu
- 4 pieces of *yu zhu* (Solomon's seal)
- 3 pieces *dang gui* (Chinese angelica)
- 4 pieces *dang shen* (codonopsis root)
- 4 pieces red dates
- 1 tbsp wolfberries (goji berries)
- 600ml water
- 1 slice of ginger
- 3 tsp light soya sauce



INSTRUCTIONS

- 1 Marinate the raw prawns in Yomeishu, and refrigerate overnight or for at least an hour.
- 2 Rinse the *yu zhu*, *dang gui*, *dang shen*, red dates and wolfberries.
- 3 Boil the water in a pot. When the water comes to a boil, add the rinsed *yu zhu*, *dang gui*, *dang shen* and red dates. Boil for another 30 minutes.
- 4 Add the wolfberries, ginger, marinated prawns and marinade mixture. Cook for 4 to 6 minutes, adding the soya sauce mid-way.
- 5 Once the prawns are cooked, remove from the heat and serve.



YOMEISHU HEALTH TONIC

Made from 14 herbal medicines, Yomeishu promotes blood circulation and relieves fatigue.

ONE-PAN BAKED BEANS AND EGGS

DAD MAY LOVE HIS CHEE CHEONG FUN, BUT SURPRISE HIM THIS FATHER'S DAY WITH THIS CAFÉ-WORTHY BREAKFAST MADE WITH THE SIMPLEST INGREDIENTS.

 **SERVES**
2 pax

 **PREP TIME**
20 mins

 **SKILL LEVEL**
Easy



INGREDIENTS

- 1 tbsp oil
- ½ cup bacon, finely chopped
- 1 small onion, chopped
- ½ red capsicum, chopped
- 425g Ayam Brand Baked Beans – Tomato Sauce
- 2 eggs
- Salt and pepper
- Chilli flakes (optional)
- Fresh parsley, chopped



INSTRUCTIONS

- 1 Heat the oil in a non-stick pan over medium-high heat. Fry the chopped bacon until crispy. Leave half in the pan, and set aside the remaining portion to be used as a topping later.
- 2 Add the chopped onion, capsicum and baked beans. Stir well and bring to a simmer.
- 3 Use a round ladle to create two small gaps in the mixture. Crack an egg into each hole.
- 4 Cover the pan and cook over a low heat until the eggs are just set.
- 5 Season with salt, pepper and chilli flakes (optional).
- 6 Garnish with the chopped parsley and bacon bits that were set aside earlier. Serve with your choice of bread.



AYAM BRAND BAKED BEANS – TOMATO SAUCE

A favourite topping on toast, these are soaked in lycopene-rich tomato sauce.



ORANGE CREAM MOCKTAIL



SERVES
1 pax



PREP TIME
5 mins



SKILL LEVEL
Easy



INGREDIENTS

- Juice from 2 medium oranges
- 1 cup of Oatly milk
- 2 tsp maple syrup
- Ice cubes
- 1 fresh orange (optional)
- Fresh herbs such as thyme or mint (optional)



INSTRUCTIONS

- 1 Combine the freshly squeezed orange juice, Oatly milk and maple syrup in a glass.
- 2 Add the ice cubes.
- 3 (Optional) Garnish with a slice of orange and fresh herbs like thyme or mint, and enjoy.

IF YOU'RE THROWING AN EASTER PARTY, SCORE POINTS WITH YOUR GUESTS (INCLUDING THE KIDS) WITH THIS ZESTY MILKY DRINK.



OATLY DAIRY FREE OAT MILK DRINK – BARISTA EDITION

Tastes creamy and is naturally sweet, but is also full of nutrients like calcium and protein.



RAISE YOUR *Spirits* WITH EMERGING AND VINTAGE VARIETALS

VETERAN WINE CONSULTANT, WRITER AND JUDGE CH'NG POH TIONG SHARES HIS LIST OF MUST-BUYS.

As wine lovers will tell you, FairPrice is a treasure trove of wines with a wide range of prices starting from below \$30.

The chain also stocks more unusual varietals, with recommendations from wine expert, consultant and writer Ch'ng Poh Tiong, who enjoys a close relationship with many of the world's top wineries. Since 2000, he has been advising FairPrice on wines to import, in a bid to bring exciting new experiences to aficionados.

FROM EMERGING MARSELAN TO DRAGON YEAR VINTAGES

One of the newer emerging wines is Marselan, a medium-bodied variety unique to certain regions including China. It is the result of a crossing between two red grape varieties — Grenache and Cabernet Sauvignon — and is pleasant on the palate with hints of blackcurrant, raspberry and spices.

FairPrice offers Marselan wines like **Copower Jade Wines Marselan Reserve**. Pair it with dishes like meat stews or roasted red meats. Since this is the Year of the Dragon, FairPrice Finest shoppers can look out for Bordeaux reds produced in previous Dragon years, 2000 and 2012.



The year 2000 was when “wines of exceptional ripeness, richness, intensity and with equally lush, rich tannins to balance all that concentrated fruit were produced”, Poh Tiong shares.

If you are interested in trying these wines, he recommends **Domaine de Chevalier 2000, Chateau Beychevelle 2000, Chateau Brane Cantenac 2000, Chateau Pichon Comtesse 2000 and Chateau Leoville Barton**. As these can be more dense and intense, his advice is to decant them for two to three hours “to release their power and unfurl their immense charm”. Outstanding on their own, these reds are best paired with chicken, duck, steak and lamb or mutton, and mushrooms.



From 2012, Poh Tiong suggests Reserve **De La Comtesse 2012** for its refined leathery notes and silky tannins, and also **Chateau Pichon Baron 2012** which comes in a 1.5l bottle — twice the size of a standard 750ml one. It is almost full-bodied and is made up of 80 per cent Cabernet Sauvignon and 20 per cent Merlot with hints of blackcurrant, licorice, star anise and rich tannins. “Many chateaux are serving the 2012 as well as 2011 vintages to guests,” he says. “This is added evidence the vintages are ready and delicious for enjoying from now on.”



CH'NG POH TIONG
WINE WRITER
AND CONSULTANT

* Terms and conditions apply. The 8% discount is only available at FairPrice, Finest, Xtra and Online. Excludes Chinese/Japanese/Korean wines, liquor, beer, other alcoholic drinks, and wines supplied and sold by Marketplace sellers through the FairPrice Group app or FairPrice website.

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*Based on Nov 2023 LTA Registration Data



Mr Yeo has more than 30 years of experience at FairPrice.

CHOOSING THE BEST CATCH

SKILLED CUTTER YEO PHENG HAN, OR MR YEO TO HIS COLLEAGUES AND LOYAL CUSTOMERS, SHARES TIPS ON SELECTING FRESH FISH, AND COOKING RIGHT.

BY PEARLYN THAM

When it comes to fishing for advice on choosing, cooking and storing fresh fish, Yeo Pheng Han is your go-to gentleman. With 32 years under his belt at the FairPrice supermarket chain, and currently a senior supervisor and Fresh (Seafood) Expert at FairPrice Xtra in VivoCity, the friendly 56-year-old has a wealth of knowledge to share.

Mr Yeo has observed consumer trends changing over the years. For instance, salmon is popular with health-conscious customers as it is delicious and easy to cook, and rich in omega-3 fatty acids that are beneficial for heart and brain function. In fact, some buy whole salmon as it provides better value, since so much of the fish can be used and in different ways. The head, bones and collar are perfect for a comforting fish soup base, or can be grilled and eaten with sea salt and a squeeze of lemon juice. The body can be filleted and seared. Even the skin can be deep-fried for a crispy, moreish snack.

On some days, Mr Yeo is in the store as early as 6.30am to inspect the quality of incoming supplies. He also trains his team on safer fish handling and cutting techniques. "I make sure our seafood displays, which consist of at least 30 to 40 items, are up to our standards," he shares. "We display a variety of fish in different colours to make the counter look attractive for our customers."

Of paramount importance is keeping the fish safe for consumption, especially in Singapore's warm climate, which can quicken bacteria growth in food. This is why some FairPrice stores provide complimentary packs of ice for your shopping bags, until you reach home and store the fish in the fridge, where the temperature should be maintained below 5°C.

MR YEO'S Tips

THE Freshness TEST

WHILE SEASONED SHOPPERS MIGHT KNOW THEIR WAY AROUND THE ART OF CHOOSING THE BEST-QUALITY FRUITS OF THE SEA, THERE ARE THOSE WHO MIGHT BE UNFAMILIAR WITH WHAT TO LOOK OUT FOR. HERE, MR YEO SHARES HIS EXPERTISE ON HOW YOU CAN PICK THE FRESHEST FISH — AND HOW BEST TO PREPARE IT.



CHECK THE GILLS, TOO



"An often-overlooked feature, the gills should appear bright red and even slimy on fresh fish."

FEEL THE FINS



"The fins should look and feel firm, and not break off easily."

IT SHOULD NOT SMELL, WELL, FISHY



"Fish that has been left on the display for too long will produce an unpleasant odour." →

FISH SHOULD FEEL FIRM



"Gently press the body. It shouldn't feel soft but taut. If you hold it up, it should not flop over."

EVERYTHING SHOULD LOOK SHINY



"From its eyes to the scales, there should be a glistening shine. The eyes should look clear, not cloudy. Coloured fish like red snapper should have a vibrant hue."



CATCH MR YEO'S BEST TIPS TO PICK, PREP AND COOK FISH!



YOUR FISH SHOPPING GUIDE AT FAIRPRICE

PLANNING TO PUT SEAFOOD ON YOUR HOME MENU? HERE'S WHAT TO CONSIDER.

1 EAT FRESH

Mr Yeo suggests cooking the fish on the day of purchase to savour its freshness. Otherwise, wash and store it on a sealed plate for up to three days in your fridge's chiller compartment. Any longer and it won't taste as good. If you must, you can freeze the fish — but only for up to six days.

2 FOR YOUNG CHILDREN AND SENIORS

Varieties like threadfin, red garoupa and greasy garoupa generally have fewer bones and so, are safer to eat.

3 FOR MAKING CURRIES AND STEWS

These recipes usually call for longer simmering times on the stove. Red or white snapper are ideal as their flesh does not flake off easily in the pot.

4 IF YOU LOVE YOUR FISH FRIED

Spanish mackerel (*batang*) in a steak cut works best as it holds its shape well in hot oil and browns nicely.

5 CONDIMENTS FOR EXTRA OOMPH

For a more flavourful meal, garnish with fresh herbs like coriander and chilli. Or pour over packaged sauces like *mala* seasoning and steam for seven to ten minutes. "I also recommend light soya sauce, oyster sauce, Chinese cooking wine and sliced ginger, which help to reduce the fishy taste and are popular with most people," says Mr Yeo.



FAIRPRICE OYSTER SAUCE



PASAR NORWEGIAN SALMON PORTION

SERVICE THAT GOES THE EXTRA MILE

NEED COOKING INSPIRATION?

FairPrice Xtra stores have a value-added service: when you purchase selected fresh fish, you get free garnishes or seasoning packs, depending on the cooking method that you prefer.



LET FAIRPRICE DO THE WORK FOR YOU

PRO TIP: Save money by purchasing a whole fish at FairPrice and taking advantage of the free cutting service. Simply visit the designated seafood counters, where staff will gladly scale, clean, butterfly or even remove the head and tail of your fish. For smaller servings, request for a steak or fillet cut. Steak cuts, which retain the middle bone, are great for frying or steaming. Boneless fillet cuts, on the other hand, are excellent for children and seniors, and are perfect for steamboat and soups.

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OUT FOR A BREAK

GET A BREATH OF FRESH AIR AND ENJOY THE BEST OF ASIAN AND WESTERN PICNIC FAVOURITES THAT LOOK GOOD, AND TASTE GREAT!



CAMEL POWER BOUNCE NATURAL WHOLESOME NUT MIX

Who said snacking can't be nutritious? This has a combination of almonds, walnuts, cashews, pistachios, kernels and dried blueberries. There are 10 individual packs, making them great for sharing.

ASAHI SUPER DRY NAMA JOKKI

Its unique can features a special internal coating that produces a foamy head upon opening. The result: a satisfying drink that gives the same taste of draft beer straight from a pub.

- ① Siggis Icelandic Yogurt in raspberry
- ② Assorted sushi
- ③ Falwasser Wafer Thin Crispbread
- ④ Assorted cheeses, (from left to right) Blu Auvergne A/Lait, Le Rustique Camembert and VSOP Gouda

- ⑤ Verduijn's Black Pepper Crackers with Sea Salt
- ⑥ Camel Power Bounce Natural Wholesome Nut Mix
- ⑦ Asahi Super Dry Nama Jokki
- ⑧ Baker & Cook Country Sourdough

FAIRPRICE FINEST EXCLUSIVE
AVAILABLE AT SELECTED FAIRPRICE STORES

Tips

FOR THE PERFECT PICNIC

- Check the weather forecast but be prepared for sudden downpours by picking a spot with nearby shelters.
- Don't let the mozzies spoil your mood. Stick on repellent patches or use an anti-bug spray.
- If it's a hot day, pack a portable neck fan (or two), a hat and a facial spray. And don't forget the sunblock. Dabao your favourite iced drink in a thermal flask to keep it cold for hours.
- Cut down on waste by getting your friends to bring along their own reusable cutlery.

SCAN THIS QR CODE

DISCOVER SINGAPORE'S 5 BEST-KEPT SECRET PICNIC SPOTS

Photo: Aik Chen Styling: Yong Woei Na



A TASTE OF 5 COFFEE TRENDS AT HOME

WHIP UP THE LATEST CAFFEINE-INFUSED SMOOTHIES, MOCKTAILS AND SPRITZERS EASILY IN YOUR KITCHEN.

BY EVELINE GAN

Whether it's a long black, designer latte or kopi siew dai, Singaporeans love a good cup of coffee for its uplifting aroma and caffeine boost. In 2022, we consumed about 122 litres of coffee — enough to fill half a bathtub — each. (GlobalData, 2023) While nothing beats the experience of sipping on your favourite cuppa in a hipster café, you can recreate the experience at home with the right ingredients. From infused mocktails to sparkling brews, here are five coffee trends to try out at home and impress your guests.



1. COFFEE SMOOTHIES
Get creative by blending your favourite coffee and milk with bananas, chia seeds, nut butter or dates.



2. COFFEE MOCKTAILS
Create a guilt-free drink by going alcohol-free. Try mixing an instant coffee premix like **Frenche Roast Indulgence Tiramisu Latte** with your favourite syrup or fruit juice, and garnish with herbs or spices like mint leaves or a cinnamon stick.



3. MATCHA COFFEE LATTES
Combine the best of both worlds with a matcha latte and coffee. Quick hack: prepare a premix like **Killiney Premium Matcha Latte** and add to black coffee.



4. COFFEE SPRITZERS
For an easy, refreshing drink, mix pre-made **Ah Huat Instant Traditional Black Coffee – Kopi O with Sugar** with flavoured carbonated water like **Vita Sparkling Can Drink – Lemon Tea**.



5. EXOTIC BLENDS
Sip on a brew crafted from different beans. Try **Tiong Hoe Specialty Coffee's** two-bean blend of Colombian and Guatemalan varieties at Xtra VivoCity, Xtra Parkway Parade and Finest Gourmet Balmoral Plaza.



ESSENTIALS FOR THE COFFEE LOVER

WHETHER YOU LOVE YOURS AT HOME OR ON THE GO, THESE ARE THE MUST-HAVES.



ANLENE GOLD CONCENTRATE UHT MILK – FAT FREE WITH COLLAGEN

For a healthier caffeine fix, pair your morning cuppa with this low-fat liquid milk, enriched with collagen, protein, calcium, and vitamins C and D.



STARBUCKS NESPRESSO COFFEE CAPSULES – ESPRESSO ROAST



LA GOURMET PERIWINKLE ONE TOUCH FLASK

Products are available at selected FairPrice stores only.

TREATS FOR YOUR NEXT BREAK

ESCAPE THE AFTERNOON SLUMP WITH THESE YUMMY SNACKS, PERFECTLY PAIRED WITH YOUR FAVOURITE BREW.



COWHEAD MINI BUTTERMILK PANCAKES

Delightfully sized to satisfy, these mini pancakes are a guilt-free treat. Microwave for a minute, drizzle maple syrup all over and top with strawberries. Then savour with an iced long black.



WALKERS SHORTBREAD COOKIES



PHILADELPHIA CHEESECAKE – CLASSIC NEW YORK STYLE



REDONDO CREAM WAFERS TIN – ASSORTED



Each Home Flavours pack is good for 1-2 servings!

READY TO HEAT, READY TO EAT

INSPIRED BY THE TRADITIONAL CONCEPT OF HAVING THREE DISHES AND ONE SOUP ON THE DINING TABLE, HOME FLAVOURS IS FAIRPRICE'S RANGE OF SPECIALLY CURATED READY-TO-HEAT MEALS. WITHIN MINUTES, YOU CAN ENJOY AN AFFORDABLE, NUTRITIOUS AND HOME-STYLE FEAST.

TRY OUT THESE COMBOS THE NEXT TIME YOU'RE PLANNING DINNER!

A RICHLY FLAVOURED SPREAD

- + ABC Soup
- + Sayur Lodeh
- + Premium Pork Char Siew
- + Beef Rendang

ZI CHAR FAVOURITES

- + Watercress Soup
- + Stir-fry Cabbage and Carrot
- + Honey Coffee Chicken
- + Hakka Fried Fermented Beancurd Pork

HOME-COOKING CLASSICS

- + Lotus Root Soup
- + Chap Chye
- + Braised Pork Belly with Preserved Vegetables
- + Sweet and Sour Fish



With 22 unique recipes, there's something for everyone to enjoy. Check out the full Home Flavours range at selected FairPrice outlets and on FairPrice online.



CHORE NO MORE

FROM VACUUMING TO DOING THE LAUNDRY, HOUSEHOLD TASKS GET EASIER — AND MORE ENJOYABLE — WITH A NEW GENERATION OF HOME APPLIANCES.

BY PEARLYN THAM

It's been called the second work shift. And, nope, you don't get paid for it. We're talking about housework, which can encompass tasks from cooking and vacuuming to doing the laundry and spending hours scrubbing stubborn grout stains from toilet tiles.

Household chores can be so tiring that in Singapore, there's been a rise in services designed to assist with these tasks. These part-time home services range from cleaning and car-washing to ironing, but not everyone can or wants to rely on them regularly.

For young parents, balancing work, family and household responsibilities can be especially challenging. So, turning to the latest home gadgets can be a game-changer. The new-generation appliances are ready to tackle half — or even all — of the household chores. These streamline daily routines and free up valuable time, allowing young parents to focus more on bonding with the little ones and less on mundane tasks.

EVERYONE LOVES A MULTITASKER

Just like that all-rounder colleague at work, multitasking gadgets are the stars of the home.

Fed up with mopping and vacuuming? Consider a two-in-one steam mop and vacuum cleaner.

WOW, IT DOESN'T FEEL LIKE HOUSEWORK AT ALL THESE HANDY APPLIANCES WILL MAKE YOU LOOK LIKE THE ULTIMATE DOMESTIC GURU.



TEFAL HOME CHEF SMART MULTICOOKER

Has 15 pre-set programs that let you bake, sear, and even thicken sauces or cook abalone. It also promises to cut down on cooking time.



MORRIES MULTI PURPOSE COOKER

Stir-fry, stew and steam, bake, boil and braise — and more. That's what you get with this nifty appliance, which also comes with baking tray pockets for cupcakes and coddled eggs.



TOSHIBA 26L MICROWAVE + GRILL + CONVECTION + HEALTHY AIR FRY

This multitasker not only grills and air fries, it also has a low-temperature function for making yoghurt and raising yeast dough.

Products are available at selected FairPrice Xtra stores only.

It scrubs, cleans and vacuums your entire home while also sanitising your floors, all in one go. Choose a cordless version, and you'll no longer have to pause every few tile squares searching for a power socket.

Similarly, for those craving a quick, hearty breakfast, three-in-one breakfast makers are a dream come true. They combine a compact toaster, an electric coffee pot, and a mini grill perfect for eggs and sausages.

LET THE MACHINES TAKE OVER

You've heard of remote work. What about remote housework? Smart home technology means you can control certain appliances — like robot vacuum cleaners — straight from your phone. Customise your cleaning schedules, keep tabs on progress and embrace your inner micromanager.

But it's not just about vacuuming. With app-controlled washing machines, you can start a wash cycle while you're still at work or lounging on your sofa. Then there's the automated laundry system, which will make your 30-year-old wooden laundry poles look dated. It features racks that rise and descend effortlessly, so you won't struggle lifting a 10kg blanket with your own core strength.

Impressed? There's more. These systems also boast heat-drying and disinfection functions, ensuring your laundry is fresh and clean, even on stormy days. For extra convenience, some models even respond to voice commands.

FAST TO COOK, GOOD TO EAT

Feeling hungry after all that remote housework? Before you order food delivery, there are plenty of cooking gadgets that work pretty much like automated chefs.

Take the Instant Pot, for example, or its cousin, the all-in-one smart cooker. These compact multicookers have pre-programmed functions for steaming, sautéing, reheating leftovers and even pressure cooking. And with pre-set timings, cooking is practically fool-proof.

Even the classic rice cooker has gone through a makeover. These days, you'd be hard-pressed to find one that cooks only rice. The smart versions now have up to 12 cooking programs. Want to bake a cake, whip up your grandmother's well-loved double-boiled radish soup or just cook fluffy rice quickly? These new marvels can do all that and more — serving up your favourites faster than ever.





YOUR GATEWAY TO *Greater Value*

FROM FRESH PRODUCE TO LAST-MINUTE GIFTS AND DISCOUNTS AT FOOD COURTS, THE FAIRPRICE GROUP APP PUTS CHOICE AND CONVENIENCE AT YOUR FINGERTIPS. GET THE MOST OUT OF IT WITH THESE TIPS!

Did you purchase something online recently? You're not alone! Over half of all Singaporeans buy something online every week, with most of us doing so using apps on our phones. It's not just clothes, shoes and electronics, either — four out of 10 shoppers across all age groups also buy their groceries online, with the number rising year after year.

But can we do more than just get groceries and staples delivered to our doorstep? Ms Tan Huey Ling, FairPrice's head of e-commerce, tells us more about some lesser-known features on the FairPrice

Group app that could save you time and money.

1 FORGET SOMETHING? NO NEED TO PLACE A NEW ORDER

You have the flexibility to include additional items in your online orders up to 24 hours prior to the scheduled delivery time, before the items are picked up. Additionally, Linkpoints will be awarded for all delivered items.

2 YOU'RE NOT LIMITED TO ONLY FAIRPRICE GOODS AND GROCERIES

Through our Seller's Marketplace,

you can shop for electronics and household items from more than 300 brands, delivered directly from reputable sellers and with no additional service fee. These include TV sets, mobile phones, handheld vacuum cleaners and even fresh flowers.

3 JOIN THE DIGITAL CLUB TO SAVE WHILE YOU SHOP

If you buy groceries online regularly, a Digital Club membership could pay for itself with unlimited free delivery, service fee waivers and 2x Linkpoints. You also get access to exclusive promotions.

SHOP SMARTER WITH THE FAIRPRICE GROUP APP



IN-STORE SHOPPING

- **Skip the queue** by using Scan & Go to checkout at selected locations.
- **Go cardless and cashless** — pay via the app, and earn Linkpoints.
- **Pre-plan with the shopping list** to check if what you want is in stock.



MORE DEALS AND REWARDS

- Check your voucher wallet for **exclusive vouchers**.
- Participate in **Play and Win** contests to unlock even more Linkpoints.
- **Earn and use** your Linkpoints at over 1,000 Link partners' outlets.
- **Save 10%** on your meals at Kopitiam when you pay via the FairPrice Group app.



NEW AND UPCOMING FEATURES

- **Weekly Promotions:** Browse more than 1,000 items on offer refreshed every Thursday and don't miss out on any good deal!
- **Redeem Linkpoints:** Trade your Linkpoints for exclusive and valuable rewards from Link partners.
- **(Coming Soon) Earn Healthpoints:** Automatically earn HPB Healthpoints for your Healthier Choice purchases. No more scanning of receipts!



SCAN THIS QR CODE

GET WEEKLY THURSDAY DISCOUNTS ON 1,000+ PRODUCTS AT FAIRPRICE, ONLINE AND IN-STORE!



EAT WELL FROM JUST \$3!

\$3!



FOOD COSTS MAY BE RISING IN SINGAPORE, BUT YOU CAN STILL ENJOY TASTY MEALS AND BUY NUTRITIOUS PRODUCE ON A BUDGET AT FAIRPRICE STORES.

BY JEANNE TAI

1. LOOK FOR \$3 VALUE MEALS AT SELECTED FAIRPRICE STORES

These range from sushi sets, sausages, hawker-style roast pork rice and more, all packed in convenient bento-style boxes. Now you can enjoy affordable meals that aren't boring!

FairPrice's \$3 Value Meals are available at more than 50 stores on a while-stocks-last basis. The variety of meals varies from store to store.



SCAN THIS QR CODE

FIND OUT MORE ABOUT FAIRPRICE'S \$3 VALUE MEALS!

4. SHOP AT FAIRPRICE TO BEAT GST

For the first half of this year, all FairPrice stores — including Finest outlets and Xtra hypermarkets — are absorbing the 1 per cent hike in Goods & Services Tax (GST) on 500 national and housebrand items as well as selected essentials like fresh produce, dairy products and meats. The more you shop, the more you save!



2. STOCK UP ON FROZEN FOOD

Frozen food is generally more affordable and doesn't spoil quickly in the freezer, resulting in less food wastage. If you're in the mood for Korean, I'M Bulgogi's Frozen Marinated Meat range has spicy chicken or pork that only takes five minutes of pan-frying to prepare, for a quick and delicious meal.



I'M BULGOGI FROZEN MARINATED MEAT – SPICY PORK BULGOGI OR SPICY CHICKEN

Ideal for fast, flavourful Korean-inspired meals, and perfectly paired with rice.

3. COOK SMART, WASTE LESS

Save money and time by making your meals stretch. Soups, casseroles, stews and curries can be served over a couple of days, and even intensify in flavours when kept overnight and reheated. And at less than \$7, FairPrice's deli-style roasted chicken (halal options available, too!) is a versatile ingredient that can be eaten as it is, or portioned out for sandwiches or salads.



FAIRPRICE ROASTED CHICKEN



LIGHTLY SALTED, please

A RECENT SURVEY SHOWED NINE IN TEN SINGAPOREANS CONSUME TOO MUCH SALT. CUTTING OUT SODIUM CAN REAP MANY BENEFITS — BUT IS IT EASIER SAID THAN DONE?

BY JEANNE TAI

A single teaspoon of salt — that's as much sodium (2,000mg) as you should take in a day. Yet, Singaporeans' daily intake stands at a worrying 3,620mg, according to the Health Promotion Board's (HPB) National

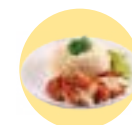
Nutrition Survey 2022. Our hawker culture makes it easy to exceed the recommended sodium levels. In fact, the average sodium content in local dishes rose by 22 per cent from 2010 to 2023, HPB reports. Even healthier options like *yong tau foo* pack more than 1,500mg of sodium, says dietitian Jaclyn Reutens. And sodium isn't just in the usual deep fried and gravy-laden suspects. It also lurks in seemingly wholesome choices like bread and kimchi.

While sodium is an essential mineral that regulates fluid balance and supports nerve impulses and muscle contractions, too much can lead to high blood pressure, stroke and other conditions. A 2021 Harvard University study found that higher table salt consumption increased the risk of heart attack or stroke by 60 per cent.

MIND THE HIDDEN SALT TAKE A LOOK AT THE SODIUM CONTENT OF THESE HAWKER FAVOURITES AND OTHER FOOD ITEMS.



DRY BAK CHOR MEE, 2,418MG



ROASTED CHICKEN RICE, 1,398MG



SLICED FISH BEE HOON SOUP WITH MILK, 1,647MG



LAKSA, 3,132MG



TWO SLICES OF WHOLEMEAL BREAD, 236MG



WHOLEGRAIN CEREAL WITH MILK, 323MG



MISO SOUP, 646MG



ONE TABLESPOON OF KIMCHI, 119MG

Source: HealthHub Sodium Calculator

LOWER-SODIUM PANTRY STAPLES



PRIMA TASTE SINGAPORE CURRY PASTE



CAMEL NATURAL BAKED CASHEWS



GOODSALT SALT – LOWER IN SODIUM

Products are available at selected FairPrice stores only.

LOWER IN HARM, HIGHER IN TASTE

One easy way to reduce your sodium intake is to control its amount in home cooking. Less salt doesn't mean less flavour, thanks to aromatics such as ginger, garlic, curry leaves and coriander for Asian dishes, or herbs like rosemary and oregano, lemon juice, and balsamic

vinegar for Western cuisine. Other hacks include draining and rinsing high-sodium items like canned vegetables or black bean fish before consuming them, and choosing products labelled "less sodium" or "no added salt", particularly for stocks and sauces.

YOU WON'T MISS THE SALT AS MUCH AS YOU THINK. OVER TIME, YOUR PALATE CAN ADAPT TO A LOW-SODIUM DIET. "IT TAKES BETWEEN 14 AND 21 DAYS FOR YOUR TASTE BUDS TO ADJUST TO A LOWER LEVEL OF SALTINESS," SAYS JACLYN.



YOUR CLEAN BEAUTY BREAKDOWN

HERE'S THE SCOOP ON PRODUCTS THAT PROMISE TO BE KIND TO YOUR SKIN AND THE PLANET.

BY JOEY TAN



Ever noticed the buzz around “clean beauty”? It’s popping up everywhere — on social media and even in stores. This trend is all about saying goodbye to harmful chemicals in products like makeup, skincare and even your shampoo. We’re talking about products that ditch the stuff that’s not great for us or the environment — things like sulphates, parabens and mineral oil.

But there’s more to clean beauty than just avoiding the “nasties”. It’s also about embracing natural, nourishing formulas using ingredients like plant extracts, natural oils and vitamins. These are found in everything

from moisturisers and lipsticks to shampoos, body washes, and even multitasking serums and sunscreens. That’s clean beauty for you — taking care of your skin and body, inside and out.

A TREND THAT’S HERE TO STAY

The clean beauty concept isn’t a new fad. It started back in the 1990s in the United States, and has grown ever since. Nowadays, people are more clued up about the ingredients in their beauty products and their impact on the environment.

The COVID-19 pandemic has even made us rethink our skincare

ingredients. According to Euromonitor International, our obsession with personal hygiene has led to a deeper concern about what’s in our beauty stash.

Its report shows a big shift: About 31 per cent of online beauty shoppers in the Asia Pacific region now opt for all-natural ingredients, while 25 per cent value transparency in ingredient listings. We simply want to know what’s in that bottle or jar. Euromonitor also found a move towards “clean” claims in beauty formulations — from just being about hygiene to being more ingredient-conscious.

CLEAN UP YOUR ROUTINE FROM HEAD TO TOE EMBARK ON A NEW BEAUTY REGIMEN WITH THESE BUYS.



ALLIE CHRONO BEAUTY GEL UV EX – SPF50

Designed to be environmentally friendly, this moisturising, non-sticky sunscreen is also sweat-resistant.



NEUTROGENA ULTRA GENTLE CREAMY CLEANSER 200ML

Formulated without parabens and phthalates, and free from sulphates, this hypoallergenic cleanser works well even for sensitive skin.



DOVE GO FRESH PARABEN-FREE BODY WASH

Products are available at selected FairPrice/Unity stores only.

WHY SOME INGREDIENTS ARE OUT

So, why are some beauty ingredients being shown the door? It’s because they might do more harm than good to our skin and for Mother Earth.

Take sulphates, for example. Sure, they’re useful for making products like face cleansers and body washes foamy. But they can also dry out skin and potentially hurt aquatic ecosystems when washed down the drain in excessive amounts.

Parabens? Although they act as preservatives in water-rich products like shampoos, they could disrupt hormones and lead to health issues over time.

As for mineral oils, which are found in moisturising formulas, these could block pores and irritate skin.



KNOW WHAT TO LOOK FOR

Starting a clean beauty routine? Check the product labels and avoid these ingredients:

- **Sulphates:** Watch for terms like “SLS” and “SLES”.
- **Parabens:** Look for ingredients starting with methyl-, propyl-, butyl- or ethyl-.
- **Mineral oils:** These might appear as “paraffinum liquidum” or “petroleum”.



TRY CLEAN EATING, TOO

NOW THAT WE’VE GOT YOUR EYE ON CLEAN BEAUTY, COMPLEMENT IT WITH A CLEAN DIET. THESE TIPS WILL HELP NOURISH YOUR BODY FROM THE INSIDE OUT.



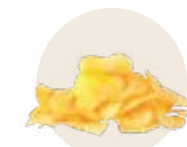
ALWAYS OPT FOR WHOLE GRAINS

We’re talking about brown rice, quinoa and oats. These are nutrient-rich and are believed to make your skin look more youthful and radiant over the long term.



CHOOSE LEAN PROTEINS

If you want to eat meat, go for fish or chicken breast. Also, include legumes in your meal planning. These support muscle health and will give you more resilient skin.



EAT FEWER PROCESSED FOODS

Just as you avoid harmful chemicals in clean beauty products, reduce processed foods like potato chips, cookies and ice cream in your diet, too.



STAY HYDRATED

Drinking plenty of water supports digestion and helps keep your skin hydrated and glowing, so your clean skincare routine doesn’t go to waste.

REJUVENATE THE MIGHTY Ginseng WAY

REVERED FOR ITS REVITALISING BENEFITS, THE ROOT'S REPUTATION SPANS CENTURIES AND CONTINENTS. EXPLORE THE DIFFERENT WAYS TO ENJOY IT.

BY JEANNE TAI



WATCH WELLNESS COACH CORA LEE'S VIDEO FOR MORE ENERGISING TIPS!

SCAN THIS QR CODE

Chances are, you've encountered ginseng in your life, whether through your grandma's teas, postpartum confinement meals, Korean *samgyetang* (ginseng chicken soup) or even ginseng-infused skincare. The ways in which this herb is used have continuously evolved over millennia, buoyed by its restorative reputation.

Mentioned in a classical Chinese pharmacopoeia almost 2,000 years ago, ginseng was the "superfood" of the ancient Heavenly Kingdom. There was nothing this miracle root couldn't do, from curing fatigue and keeping the mind sharp to just providing an overall boost for one's wellness levels.

Ginseng's fame extended beyond China to cultures worldwide. Native Americans were said to use ginseng to address digestive issues, fever and infertility, while the Xo Dang ethnic group in Vietnam considered it a versatile cure, even for snake bites!

Ginseng's reputation may be centuries old, but it is not an outdated remedy. Science has given credence to some traditional claims including its antioxidant and anti-inflammatory properties, as well as its potential to benefit brain function and enhance the immune system. "I love ginseng as it helps with blood circulation with my cold hands and feet," says wellness coach Cora Lee. "I also feel it can give me an energy boost and mental clarity."

In addition, the herb now has a place in our fast-paced lives — in the form of instant teas and candies. "There is no one best way to consume ginseng," says accredited dietitian Anna Lim.

So why not choose from a multitude of ways to incorporate the root into your diet? Read on for more ideas.

GINSENG BUYS FOR YOUR NEXT SUPERMARKET RUN



QIANJIN AMERICAN GINSENG TEA
Made from 100 per cent natural ingredients, this aromatic tea will refreshen and energise your day.



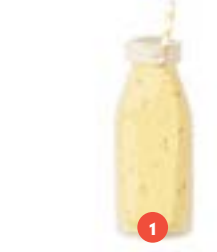
KOI FISH BRAND HERBAL SOUP - GINSENG CHICKEN
Makes a comforting, nourishing dish that is said to boost vitality and strengthen the immune system. Just add chicken.



EU YAN SANG BIRD'S NEST COLLAGEN BEVERAGE - GINSENG
Sip on this delicious bird's nest, collagen and ginseng drink that's perfect chilled or warmed, ready when you are.

Products are available at selected FairPrice stores only.

6 ways TO INFUSE THE ROOT INTO YOUR DIET



1 In a smoothie:
Toss a spoonful of ginseng powder in your fruit or veggie smoothie.



2 In your tea:
Cora advises steeping eight to 12 ginseng slices in hot water for around 10 minutes, or longer for a bolder flavour. "I like to add some red dates, longan, goji berries and even honey into my ginseng tea," she says.



3 In a capsule:
Ginseng supplements are a convenient way to enjoy this herb. Always seek medical advice before taking them.



4 In your cooking:
Think ginseng chicken soup or ginseng *bak kut teh*. And while ginseng is commonly used in soups, try incorporating it into stir-fries. "Finer roots can be used for this," Anna suggests.



5 In its 'raw' form:
Cora notes that you can even eat sliced ginseng raw. "Or you can also lightly steam it to soften it," she advises.



6 In dessert:
Brew it with rock sugar, red dates and white fungus for a *tong sui* (Cantonese dessert soup).

CONSUMING GINSENG WITH CARE

"SPEAK TO A PHARMACIST, DOCTOR OR DIETITIAN BEFORE CONSUMING GINSENG."



HIEW KOO WEE, PHARMACIST, UNITY PHARMACY

Ginseng can enhance your wellness routine, but do seek medical advice before taking it. "People on diabetes medications should be particularly cautious, as ginseng may lower blood sugar levels, potentially increasing the drugs' effects," says Hiew Koo Wee, Pharmacist at Unity Pharmacy.

Those on blood thinners like warfarin should also avoid ginseng due to increased risk of bleeding. Pregnant women and new mothers with post-delivery symptoms like skin rashes or hot flushes should steer clear, too. "The most common side effect of ginseng is insomnia," Koo Wee adds. "Some people may experience headaches, menstrual cycle changes, stomach upsets and restlessness."



*** VALUE IN IMPERFECTION**

GIVING 'UGLY FOOD' THAT'S STILL GOOD TO EAT A NEW LEASE OF LIFE.

- Every month, an average of 1 tonne of produce is "rescued" from FairPrice stores and redistributed to the FairPrice Group Community Fridge Restock Initiative. That's enough to feed at least 2,100 individuals.
- Don't let appearances fool you. Although some of the rescued fruits and veggies don't look pretty, FairPrice guarantees that these meet safety and quality standards for consumption.

LIFTING hearts & FILLING tummies

RIISING FOOD PRICES AFFECT SOME MORE THAN OTHERS. FROM STOCKING COMMUNITY FRIDGES WITH FRESH FRUIT AND VEGETABLES TO ENCOURAGING STAFF VOLUNTEERISM, FAIRPRICE GROUP IS HERE TO HELP THE UNDERPRIVILEGED.

BY GWEN TAY

NOURISHING HOPE ISLANDWIDE

COMMUNITY FRIDGES HELP TO FEED THOSE IN NEED WHILE TACKLING FOOD WASTE.



Earlier last year, Madam Gaya found herself as the sole breadwinner for her family after her husband suffered a stroke and was unable to work. To support him and their two children, she took on part-time jobs. Fortunately, a friend introduced her to the FairPrice Group Community Fridge Restock Initiative, which enables her to save up to \$300 monthly on grocery

expenses. Now, Mdm Gaya pays it forward by volunteering in FairPrice Group's food distribution exercises at her neighbourhood void deck.



WANT TO JOIN THE FAIRPRICE GROUP COMMUNITY FRIDGE RESTOCK INITIATIVE? You too can volunteer in food rescue or distribution drives. Or donate by checking directly with each neighbourhood's community fridge owner on what's needed.

TURNING SURPLUS INTO SUSTAINABLE SUPPORT

Every week, FairPrice Group partners community volunteers to stock 15 community fridges across Singapore with "imperfect edibles" handpicked from its supermarkets. This initiative aims to reduce food waste while providing fresh, healthy fruit and vegetables to those in need, like Mdm Gaya. FairPrice Group works with community organisations like Residents' Committees to meet their needs for the fridges.

Launched in September 2023, the Community Fridge initiative is just one way in which FairPrice Group has always helped the average Singaporean navigate the cost of living. This year, the group hopes to expand its support for the community by adding more community fridges across the island.



GOING BEYOND WORK

FAIRPRICE STAFF AID OTHERS ON THEIR DAY OF SERVICE.

Despite rising business costs, FairPrice Group continues to help those in need with its community initiatives. These efforts allow staff to give their time to activities such as food packing, meal deliveries and befriending seniors.

"Even in our affluent society, there are some who still face challenges with providing for their families, whether this means putting food on the table or availing educational resources," explains Cherie Chong, Lead, Community Engagement and Sustainability, FairPrice Group. "At a time where cost of living challenges are top of mind for all in Singapore, coming together as a community has never been more important — and as a social enterprise, the FairPrice Group is committed to doing our part."

EXPANDING THE JOY

For instance, the group celebrated Christmas last year with community Block Parties in Punggol and Yishun, and brought together more than 700 people. For the rest of this year, it will bring its Block Parties to other neighbourhoods for upcoming festive celebrations. Last year, the group also launched Day of Service, a programme to give its employees the chance to serve the vulnerable. As a result,

staff contributed over five times the number of volunteer hours, compared to the previous year.

Employees have the opportunity to engage in various initiatives, such as:

- **Enhancing food resilience** through donation drives and the FairPrice Group Community Fridge Restock Initiative.
- **Promoting sustainability and circularity** with the annual Share-A-Textbook donation drive.
- **Supporting the well-being of the underprivileged** through home visits and festive events.

"We will continue to work hard to leave a lasting, positive impact on our communities, by promoting a culture of volunteerism in Singapore," says Cherie.



*** FAIRPRICE STAFF VOLUNTEERISM IN 2023 AT A GLANCE**

3,749
THE NUMBER OF VOLUNTEER HOURS PUT IN BY STAFF.

100
THE NUMBER OF COMMUNITY PARTNERS AND SCHOOLS THAT FAIRPRICE GROUP COLLABORATED WITH FOR ITS COMMUNITY ENGAGEMENT INITIATIVES.

MORE THAN **\$1.3M**
RAISED SINCE 2019 THROUGH THE ANNUAL HEARTSTRINGS BUY INITIATIVE FOR THE COMMUNITY CHEST.

S M E G

DESIGN AND QUALITY FOR THE KITCHEN!

4 APR - 26 JUN 2024

CHECK OUT MORE DETAILS IN-STORE!

EXCLUSIVE TO FINEST, XTRA & SELECTED FAIRPRICE STORES



Cast Iron Casserole
24cm



- Microwave safe
- Not microwave safe
- Suitable for all stovetops, including induction
- Dishwasher safe
- Not dishwasher safe
- Oven safe up to 260°C

\$30 IN ONE RECEIPT = 1 BONUS POINT



Vegetable Knife*
8cm



Utility Knife
13cm



Cutting Board



Meat Knife
15cm



Santoku Knife*
18cm



6-Slot Knife Block



Bread Knife
19cm



Chef's Knife
19cm



Mini Cocotte
12cm | 2 pieces



Dove

2-Step Spa Regime

Ultimate Pampering Indulgence



Dove Self-Foaming Body Wash

Dove Body Scrub



1 EXFOLIATE

Remove Dead Skin Cells



GENTLE ON SKIN

2 NOURISH

Cleanse Skin Gently & Deeply into Pores



FairPrice FairPricefinest FairPriceXtra FairPriceShop Unity www.fairprice.com.sg

*Redemption of selected products are also available at selected Unity Stores. All items are available online & can be purchased at a discounted price with minimum spend.
*While stocks last. All redemptions are final. No refunds/exchanges once the redemptions are completed. Please check redeemed items before leaving the store.
Once broken, considered sold. FairPrice reserves the right to substitute items of similar value or different colour.



Answers can be found in this issue of Food & Wellness (Apr-Jun '24)!

READ AND REAP THE rewards!

WE'RE GIVING AWAY 50X \$50 FAIRPRICE GROUP E-VOUCHERS. SUBMIT YOUR ANSWERS AND STAND A CHANCE TO WIN!

1 Roger plans to cook fish for his grandparents. Which option would be the easiest for them to eat?

- A. Threadfin in a boneless fillet cut
- B. Whole red snapper
- C. Batang in a steak cut, with the middle bone retained
- D. Salmon head and collar

2 Atiqah is looking for a new cleanser and is into clean beauty. Which of these ingredients should she be concerned about?

- A. Sulphates
- B. Parabens
- C. Mineral oils
- D. All of the above

3 Gopal is trying out the FairPrice Group app in-store for the first time. Which of his actions is not possible with the app?

- A. Skip the queue with Scan & Go, and checkout at specific locations
- B. Pay through the app and rack up LinkPoints
- C. Call up a personal shopping assistant robot to escort him aisle by aisle
- D. Plan his visit and see if his items are in-stock with the shopping list feature

4 University student Amy is saving for a concert ticket, and wants to reduce her food expenses. How can she save money on groceries at FairPrice?

- A. Buy \$3 value bento sets with options like sushi, sausages and roast pork rice
- B. Get deli-style roasted chicken for less than \$7 for use in multiple meals
- C. Stock up on frozen foods, which have a longer shelf life in the freezer
- D. All of the above

5 Yvonne wants to show her kids how to shop with the environment in mind. What true fact can she share about the Forest Stewardship Council's logo on packaging?

- A. The product is vegan and cruelty-free
- B. The product uses wood or paper from responsibly managed forests
- C. The product is certified organic
- D. The product is made entirely from recycled materials

win!

50 x \$50 FAIRPRICE GROUP E-VOUCHERS



Scan this code and submit your entries by 1 June 2024.

Winners will be notified by email and announced on <https://www.fairprice.com.sg/food-and-wellness>

Terms & conditions apply. For the full terms and conditions, please visit <https://go.link.sg/8YZopF>



Enjoy your MAGGi favourites today!

Delightful Tangy Taste with a Dash of Heat!



NEW SPICY CHEESY VOLCANO



NEW



Anlene™ TOTAL 10

10 ESSENTIAL BENEFITS FOR YOUR DAILY DIET

ACTIFIT 3X

- Bones ✓
- Cartilage ✓
- Muscles ✓

TOTAL 10

- Bones ✓
- Cartilage ✓
- Muscles ✓
- Energy ✓
- Skin ✓
- Antioxidant ✓
- Eyes ✓
- Immunity ✓
- Cognitive ✓
- Ezytummy™ ✓

GOLD 5X

- Bones ✓
- Cartilage ✓
- Muscles ✓
- Energy ✓
- Skin ✓



BONES

Contains Calcium and Vitamin D for improved bone strength.



ANTIOXIDANT

Contains MFGM Active for 2X improvement in flexibility.



CARTILAGE

Contains Collagen and Vitamin to support your joints.



EYES

Contains Vitamin A to support your eye function.



MUSCLES

Contains Protein and Vitamin D to build and maintain your muscles.



IMMUNE SYSTEM

Contains Zinc and Iron to improve your immunity.



ENERGY

Contains Vitamins B1, B2, B3, B5 and B6 to optimise your energy.



COGNITIVE FUNCTION

Contains Vitamin B12 and Zinc to improve your cognitive function.



SKIN

Contains Biotin to improve skin.



EZYTUMMY™

Contains low lactose for easier digestion.