



# SINGAPORE FOOD MASTERS



OCT - DEC 2020

# ADVERTISING **PANEL** PACKAGE

Product sponsor advertisement will be featured in:	
ST & ZB	TNP & TABLA
<b>2 panels (8cm x 10.6cm)</b>	<b>2 panels (6cm x 12cm)</b>
<p>*To note: Placement of sponsor advertisement is random across 5 zones and to be determined by SPH</p>	

\$3,000 sponsor commitment

# ADVERTISING PANEL PACKAGE

Sunday, September 28, 2019 | The Sunday Times

**1111P Seafood Kitchen** **W11**

The first 888 in the world! With 1111P Seafood Kitchen, you'll find the most delicious seafood dishes in the world. Our chefs use the finest ingredients and traditional recipes to create a truly unique dining experience. The 1111P Seafood Kitchen is a true gem in the world of seafood.

1111P Seafood Kitchen #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**New Jia Vegetarian Family Restaurant** **W12**

New Jia Vegetarian Family Restaurant, our chef creates a wide range of vegetarian dishes using the finest ingredients. Our menu is diverse and delicious, offering a true vegetarian dining experience. The restaurant is a true gem in the world of vegetarian cuisine.

New Jia Vegetarian Family Restaurant #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**IGG Incredible Chicken & Burger** **W13**

IGG Incredible Chicken & Burger, our chef creates a wide range of chicken and burger dishes using the finest ingredients. Our menu is diverse and delicious, offering a true chicken and burger dining experience. The restaurant is a true gem in the world of chicken and burger cuisine.

IGG Incredible Chicken & Burger #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Jiak Modern Teahouse** **W14**

Jiak Modern Teahouse, our chef creates a wide range of teahouse dishes using the finest ingredients. Our menu is diverse and delicious, offering a true teahouse dining experience. The restaurant is a true gem in the world of teahouse cuisine.

Jiak Modern Teahouse #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Lian Soon Heat Seafood** **W15**

Lian Soon Heat Seafood, our chef creates a wide range of seafood dishes using the finest ingredients. Our menu is diverse and delicious, offering a true seafood dining experience. The restaurant is a true gem in the world of seafood cuisine.

Lian Soon Heat Seafood #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**31% OFF**  
all JU drinks\* at our Partners' outlets.

Food Masters #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Lian Soon Heat Seafood** **W16**

Lian Soon Heat Seafood, our chef creates a wide range of seafood dishes using the finest ingredients. Our menu is diverse and delicious, offering a true seafood dining experience. The restaurant is a true gem in the world of seafood cuisine.

Lian Soon Heat Seafood #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Miam Miam Pinok Japanese Cafe Kitchen** **W17**

Miam Miam Pinok Japanese Cafe Kitchen, our chef creates a wide range of Japanese dishes using the finest ingredients. Our menu is diverse and delicious, offering a true Japanese dining experience. The restaurant is a true gem in the world of Japanese cuisine.

Miam Miam Pinok Japanese Cafe Kitchen #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Morganfield's** **W18**

Morganfield's, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Morganfield's #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Pass Japanese Cuisine** **W19**

Pass Japanese Cuisine, our chef creates a wide range of Japanese dishes using the finest ingredients. Our menu is diverse and delicious, offering a true Japanese dining experience. The restaurant is a true gem in the world of Japanese cuisine.

Pass Japanese Cuisine #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Bhai Chang (Yok Dukkales)** **W20**

Bhai Chang (Yok Dukkales), our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Bhai Chang (Yok Dukkales) #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Sai Tai Kitchen** **W21**

Sai Tai Kitchen, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Sai Tai Kitchen #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Super Chef Restaurant** **W22**

Super Chef Restaurant, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Super Chef Restaurant #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Tanjong Klu Warisan Mee** **W23**

Tanjong Klu Warisan Mee, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Tanjong Klu Warisan Mee #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Tanjong Thai Cuisine & Seafood** **W24**

Tanjong Thai Cuisine & Seafood, our chef creates a wide range of Thai and seafood dishes using the finest ingredients. Our menu is diverse and delicious, offering a true Thai and seafood dining experience. The restaurant is a true gem in the world of Thai and seafood cuisine.

Tanjong Thai Cuisine & Seafood #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Tongue Tip Lanchow Beef Noodles** **W25**

Tongue Tip Lanchow Beef Noodles, our chef creates a wide range of lanchow and beef noodle dishes using the finest ingredients. Our menu is diverse and delicious, offering a true lanchow and beef noodle dining experience. The restaurant is a true gem in the world of lanchow and beef noodle cuisine.

Tongue Tip Lanchow Beef Noodles #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Food Masters** **W26**

Food Masters, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

Food Masters #1  
#01-242, 888 North Bridge Road  
Tel: 6892 6585  
Opening hrs: 11am - 1am daily

**The Battle Begins!**

The Battle Begins! Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true dining experience. The restaurant is a true gem in the world of cuisine.

The Battle Begins! #1  
#01-242, 888 North Bridge Road  
Tel: 9226 9000  
Opening hrs: 11am - 1am daily

**Haven Bistros** **CO5**

Good quality Poppoyski isn't easy to find, but it's exactly what you're craving on at Haven Bistros. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true Poppoyski dining experience. The restaurant is a true gem in the world of Poppoyski cuisine.

Haven Bistros #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Hook Prawn Mee** **CO6**

Operating for over 30 years, this joint consistently serves one of the finest prawn noodles in Singapore. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true prawn noodle dining experience. The restaurant is a true gem in the world of prawn noodle cuisine.

Hook Prawn Mee #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Huay Kwang Beef & Beer** **CO7**

This eatery provides an exclusive selection of premium beef from Japan and Australia served to you in a Thai Mooksaek fashion. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true beef and beer dining experience. The restaurant is a true gem in the world of beef and beer cuisine.

Huay Kwang Beef & Beer #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**联顺发 海鲜炒粉** **CO8**

联顺发 海鲜炒粉, our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true seafood stir-fry dining experience. The restaurant is a true gem in the world of seafood stir-fry cuisine.

联顺发 海鲜炒粉 #1  
#01-242, 888 North Bridge Road  
Tel: 6892 6585  
Opening hrs: 11am - 1am daily

**Jia Bio Klang Bak Kut Teh** **CO9**

The sweet and fragrant smell is the most thing that you'll notice when ordering this signature Jia Bio Dry Bak Kut Teh. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true bak kut teh dining experience. The restaurant is a true gem in the world of bak kut teh cuisine.

Jia Bio Klang Bak Kut Teh #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Jiak Modern Teahouse** **CO9**

Jiak Modern Teahouse, our chef creates a wide range of teahouse dishes using the finest ingredients. Our menu is diverse and delicious, offering a true teahouse dining experience. The restaurant is a true gem in the world of teahouse cuisine.

Jiak Modern Teahouse #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**KEE HONG** **CO10**

Recently awarded as Taipei's 3-Michelin Star Le Palais Chinese restaurant, this signature Dry Bak Kut Teh is a must-try. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true bak kut teh dining experience. The restaurant is a true gem in the world of bak kut teh cuisine.

KEE HONG #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**Kai Kaisendon** **CO11**

The Kai Signature Kaisendon presents a symphony of flavours in a bowl, marrying the freshness of the sea in an impeccable blend of sashimi and tempura. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true kaisendon dining experience. The restaurant is a true gem in the world of kaisendon cuisine.

Kai Kaisendon #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**31% OFF**  
all JU drinks\* at our Partners' outlets.

Food Masters #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

**KKO KKO NARA** **CO12**

Served over a stack of crispy chicken wings and Japanese rice, the Ma Mei Goo Jang, or Garlic Soy Sauce Chicken is a truly delicious in every bite. Our chef creates a wide range of dishes using the finest ingredients. Our menu is diverse and delicious, offering a true chicken and rice dining experience. The restaurant is a true gem in the world of chicken and rice cuisine.

KKO KKO NARA #1  
#01-242, 888 North Bridge Road  
Tel: 6739 8888  
Opening hrs: 11am - 1am daily

\$3,000 sponsor commitment



# ADVERTISING **STRIP AD** PACKAGE

Includes 2x video product placement during roving prize presentation

Product sponsor advertisement will be featured in:	
ST & ZB	TNP & Tabla
8cm x 32.7cm	6cm x 24.4cm
*To note: Placement of advertisement is random across 5 zones and to be determined by SPH	

\$6,500 sponsor commitment

# ADVERTISING STRIP AD PACKAGE

 <p><b>招牌豉汁水饺</b> 美食代码 <b>E04</b></p> <p>返家过节, 过年的仪式感在哪里? 当然是年夜饭! 过年吃饺子, 是中国人过年的传统习俗。包饺子, 吃饺子, 是中国人过年的传统习俗。包饺子, 吃饺子, 是中国人过年的传统习俗。</p> <p>10 Dover Road, #04-04/05/06 Century Square Mall Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>特餐狂欢</b> 美食代码 <b>E05</b></p> <p>劲爆跨年派对, 令人兴奋的大狂欢! 劲爆跨年派对, 令人兴奋的大狂欢! 劲爆跨年派对, 令人兴奋的大狂欢!</p> <p>111 Piccadilly, Piccadilly Mall Tel: 6345 3134 Opening hrs: 11am - 10pm daily</p>	 <p><b>皇之牛排</b> 美食代码 <b>E06</b></p> <p>招牌套餐有每款都精选澳洲进口上上之选的澳洲牛肉。招牌套餐有每款都精选澳洲进口上上之选的澳洲牛肉。</p> <p>801 East Coast Road, #04-03/04/05/06 Komala Vilas Tel: 6345 3134 Opening hrs: closed on Mondays</p>
 <p><b>招牌菜</b> 美食代码 <b>E07</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>10 Upper Macao Road, #04-10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>中西人餐点台餐</b> 美食代码 <b>E08</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>291 Cheng Road, (Kishida Laving Mall), #04-10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 11am - 10pm daily</p>	 <p><b>招牌套餐</b> 美食代码 <b>E09</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>801 East Coast Road, #04-03/04/05/06 Komala Vilas Tel: 6345 3134 Opening hrs: closed on Mondays</p>
 <p><b>招牌小炒</b> 美食代码 <b>E10</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>204 Punggol Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>泰国菜</b> 美食代码 <b>E11</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>1 Raffles Walk, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 11:30am - 10pm daily</p>	 <p><b>皇九五</b> 美食代码 <b>E12</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>211 Orchard Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 11:30am - 9:30pm daily</p>
 <p><b>KL Damansara Chilli Pan Mee</b> 美食代码 <b>E13</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>31-4 Damansara Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>皇氏及香煎</b> 美食代码 <b>E14</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>2008 Singapore Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10:30am - 7:30pm weekdays, closed on Saturdays and public holidays</p>	 <p><b>皇香煎</b> 美食代码 <b>E15</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>211 Orchard Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>
 <p><b>皇月粥品</b> 美食代码 <b>E16</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>17 Tanjong Pagar Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>Lyang Way Bly Prawn Macaron</b> 美食代码 <b>E17</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>68 Lyang Way Lyang Way Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6345 3134 Opening hrs: 10am - 10pm daily</p>	 <p><b>皇脆皮</b> 美食代码 <b>E18</b></p> <p>这道菜, 是一道经典的港式小炒, 它是一道经典的港式小炒。它是一道经典的港式小炒。</p> <p>177 River Valley Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100 Tel: 6337 0301 Opening hrs: 11:00am - 8:30pm daily</p>

**Komala Vilas Restaurant** ZONE CODE **C13**

Originating from the streets of South India, Koshu Parotta is a delectable vegetarian dish. Golden fluffy bread is tossed and chopped up on the griddle while's heartily spiced with curry powder, onion and assorted vegetables, all at the same time. An aromatic burst of flavours makes this dish stand out!

76-78 Selegie Road, S(217981)  
Tel: 6235 6990  
Opening hrs: 7am - 10:30pm daily

**Lu Ding Ji** ZONE CODE **C15**

Nothing about "Tomato food" like a piping bowl of braised pork rice. Lu Ding Ji serves up their rendition with luscious chunks of pork belly drenched in braised meat sauce, all over a bowl of fluffy white rice. It is no wonder that while this dish may have originated in Taiwan, locals love it all the same!

Central @ Clarke Quay  
#11, Tanjong Pagar Street, #01-11/12, S(208817)  
Tel: 2382 9637  
Opening hrs: 11:30am - 9:30pm daily

**SG PHO HOUSE** ZONE CODE **C17**

A hearty blend of fresh beef slices, beef tendons, and beef meatballs, their signature Beef Pho Soup uses only the freshest ingredients and is slow-cooked for over 10 hours. For the health-conscious, it may delight you in knowing that no MSG is added to the dish.

774 North Bridge Road, S(198742)  
Tel: 6299 8774  
Opening hrs: 11am - 10pm daily

**TAMOYA UDON** ZONE CODE **C19**

Tamoya Udon is the brainchild of Chef Tamotsu Karakawa, who was crowned the champion of Samurai Udon. Tamoya's soups and udon noodles are handmade fresh daily on site, with ingredients from Japan. Enjoy spring udon noodles in a hearty broth, accompanied with some crispy tempura. Try the signature Samurai Beef Egg Udon, where Tamoya's homemade silky noodles are cooked in fragrant bonito soup with tender beef slices atop the udon. A soft fluffy omelette egg gives extra oomph.

177 River Valley Road, Liang Court Shopping Centre #01-32, S(179030)  
Tel: 6337 0301  
Opening hrs: 11:00am - 9:30pm daily

**Little Bowl** ZONE CODE **C14**

Their signature pasta is twisted and liberally coated in a creamy sauce made from cashew paste and white cheese. Crispy fried chicken flanks the dish, alongside the most dainty of soft-boiled eggs. Creamy and robust, this dish takes on an added earthiness from the mushrooms.

24 Raffles Place, B1, Clifford Centre, NTC Foodfare Stall #713, S(040621)  
Tel: 8168 0161  
Opening hrs: 10:30am - 6:30pm, Mondays - Fridays, 10:30am - 2:30pm, Saturdays, closed on Sundays

**SANJIJI** ZONE CODE **C16**

Sanji's Ramen is the signature ram. Pork bones are simmered with vegetables for several hours to create a creamy and rich flavoured broth. A well-balanced combination of wheat noodles, sliced roast pork, and beef egg marinated in soy sauce is added to the pork broth and combined with menma (bamboo shoots), bean sprouts, kinokoro (crunchy mock fungus), and leeks to create a dish with a perfect balance of flavour.

16 Raffles Quay, Hong Leong Building The Esplanade #01-10, S(048591) Tel: 6224 2690  
Opening hrs: 10:30am - 8pm  
Mondays - Fridays (last order 8:30pm), 11am - 8:30pm on Saturdays (last order 2pm), closed on Sundays and public holidays

**Soon Hang Pork Noodles** ZONE CODE **C18**

Fresh bones and other ingredients are simmered for six to eight hours to produce a broth that is not only milky, but also sweet and full with intense flavour throughout. This soupy style of the classic but clear mee comes served with a generous portion of minced meat, meatballs, and waucons.

120 North Canal Road, S(068856)  
Tel: 8792 8106  
Opening hrs: 6am - 3pm, Mondays - Saturdays, closed on Sundays and public holidays

**Taste Good Kitchen** ZONE CODE **C20**

Creatively assembled to showcase a unique blend of flavours, this dish is one to relish. Their prized family recipe sees handmade noodles, fresh BBQ beef, and a medley of vegetables lusciously in a bowl of steely delight. Top quality cooking wine is used to enhance their specialty broth - slow-braised with pork ribs and fish heads to give off their signature Taste Good flavour.

1 Kochor Canal Road, Sun Lim Square #02-04, S(186804)  
Tel: 9763 4112  
Opening hrs: 10am - 7:30pm daily

**CHINATOWN**

速冻·打开·使用 省时省力省空间, 无切无削无浪费!

只需解冻, 即可食用。无需解冻, 即可食用。无需解冻, 即可食用。

17 Tanjong Pagar Road, #04-04/05/06/07/08/09/10/11/12/13/14/15/16/17/18/19/20/21/22/23/24/25/26/27/28/29/30/31/32/33/34/35/36/37/38/39/40/41/42/43/44/45/46/47/48/49/50/51/52/53/54/55/56/57/58/59/60/61/62/63/64/65/66/67/68/69/70/71/72/73/74/75/76/77/78/79/80/81/82/83/84/85/86/87/88/89/90/91/92/93/94/95/96/97/98/99/100  
Tel: 6345 3134  
Opening hrs: 10am - 10pm daily

**KINOMO HOME DELIVERY**

Japan Ramen Champion and Japanese Best Raised Chicken jointly presents an exclusive authentic Japanese menu!

**3 WAYS TO ORDER**

1) Online at: www.kinomo.com  
2) WhatsApp: 8800 5997  
3) Call: 8600 8997 / 8788 2789 (credit card required)  
Daily 10am-6pm (no carry out) 12 midnight till only 3pm

Always wearing chef's hats, Kinomono create exclusive items only available by delivery to your home through www.kinomono.com

**\$6,500 sponsor commitment**

# ADVERTISING STRIP AD PACKAGE VIDEO SHOUTOUT (2 APPEARANCES)



# SUMMARY FOR SPONSOR AD

	PANEL AD	STRIP AD	PUBLISHED DATE
THE NEW PAPER	2 panels (6cm x 12cm ) /ea	6cm x 24.4cm	25 Sept 2020 (Thu)
TABLA!	2 panels (6cm x 12cm ) /ea	6cm x 24.4cm	25 Sept 2020 (Thu)
LIANHE ZAOBAO	2 panels (8cm x 10.6cm) /ea	8cm x 32.7cm	26 Sept 2020 (Fri)
THE STRAITS TIMES (The Sunday Times)	2 panels (8cm x 10.6cm) /ea	8cm x 32.7cm	27 Sept 2020 (Sun)
INCIDENTAL EXPOSURE (during roving prize Presentation)	-	02 x video product placement	Nov – Dec 2020
PACKAGE RATE	\$3,000	\$6,500	-

\*To note: Placement of sponsor advertisement is random across 5 zones and to be determined by SPH

MATERIAL SUBMISSION  
DEADLINE: 24 AUGUST 2020



# THANK YOU

---

## SINGAPORE FOOD MASTERS OCT - DEC 2020