

## **MEDIA RELEASE**

### **New *Made With Passion* initiative to grow appreciation and promote support for local lifestyle brands**

*Singapore Brand Office and Singapore Tourism Board, supported by Enterprise Singapore, launch a nationwide marketing initiative to celebrate local brands and their Singapore spirit of turning possibilities into reality*

**Singapore, 20 November 2020** - The Singapore Brand Office and the Singapore Tourism Board, supported by Enterprise Singapore, jointly launched *Made With Passion* today, an extensive national marketing initiative that promotes our local lifestyle brands which embody the Singapore spirit of turning possibilities into reality. It comprises a campaign, a brand mark, as well as partnerships among brands, trade associations and the broader industry to build a vibrant ecosystem for the local lifestyle sector.

The marketing campaign will feature a collective of brands across four lifestyle categories - beauty & wellness, fashion & accessories, homeware & décor, and packaged F&B. This complements the ongoing *SingapoRediscovered* campaign which encourages locals to rediscover stories and places through *Singapoliday* experiences.

Lynette Pang, Advisor to the Singapore Brand Office and Assistant Chief Executive (Marketing Group) of the Singapore Tourism Board said, “Passion is at the heart of our Singapore story. We are also home to a host of innovative and iconic brands that have been created with passion. By sharing the stories behind both established and up-coming brands, we hope that more people will be able to rediscover well-loved brands and be wowed by the myriad of brands that speak of our passion and creativity.”

The first brands to carry the mark are a diverse mix of established and up-and-coming brands and while they do not represent all the local brands that Singaporeans are proud of, they provide a flavour of our vibrant and diverse lifestyle offerings.

#### **A new brand mark to recognise local brands**

To allow Singaporeans to easily identify these brands, the initiative will introduce a *Made With Passion* brand mark that the public will start seeing on brands’ product packaging, in-store and online. Carrying this brand mark allows brands to signify their strong connection to Singapore and their unwavering passion.

#### **Growing local brands in partnership with associations**

Trade association partners such as Association for Small Medium Enterprises, Restaurant Association of Singapore, Singapore Food Manufacturers’ Association, Singapore Furniture Industries Council, Singapore Retailers Association, and Textile and Fashion Federation, are also supporting the initiative through ongoing dialogue and advice to develop the initiative further.

Chew Lee Ching, Vice-President, Awards and Special Projects, Association for Small & Medium Enterprises (ASME) said, “The *Made With Passion* initiative is most timely. ASME is very pleased to support this initiative as we recognise that it takes great passion and commitment to build, nurture and grow a brand. The launch of *Made With Passion* also reflects a maturing of our market in appreciating homegrown brands. We can be proud of local brands and help them flourish.”

### **Building a supportive ecosystem in partnership with industry**

Other industry partners across the retail ecosystem have also come on board to support the initiative to drive awareness and sales of local brands. *Made With Passion* brands will be showcased or made available for purchase through various partners, such as at an upcoming pop-up at Design Orchard, a newly-launched Retail Food Hall at Lau Pa Sat, and selected FairPrice Finest stores over the next few months.

“The *Made With Passion* initiative is a gateway for Singaporeans to discover more of our local brands. With greater awareness and interest, *Made With Passion* will be able to amplify positive brand attributes of our Singapore brands across the wider lifestyle sector. We hope that *Made With Passion* will elevate Singapore brands collectively and help them achieve greater success,” said Dilys Boey, Assistant Chief Executive Officer, Enterprise Singapore.

To help our local brands reach online consumers, e-commerce giant Shopee has also leaned in to market the brands on a dedicated microsite, to encourage people to consider local, especially during important gifting seasons. Other online marketplaces that will carry *Made With Passion* brands are Boutique Fair’s online platform eBoutiques, KrisShop and OneOrchard.Store. More details of the retail partnerships can be found in **Annex D**.

### **Enabling and inspiring Singaporeans to bring new ideas to life**

The individual stories of brand owners overcoming odds to bring their products to market, serves as inspiration to other brand owners and Singaporeans to begin their own entrepreneurship journey.

In the upcoming months, interested public and aspiring entrepreneurs can engage with *Made With Passion* brand owners through *Inspiration Sessions*, consisting of mentorships and Meet and Greets, to learn from their experiences and hear their stories first-hand.

The public will also have a chance to share about other local lifestyle brands they love through an upcoming social media activation. This open sharing of knowledge will spur more Singaporeans to be inspired by our local brands to pursue their own ambitions.

Locals can discover the variety of featured brands and their passion stories online on Instagram and Facebook (@madewithpassionsg), as well as on the *Made With Passion* website next month.

For more information on *Made With Passion*, please refer to the annexes.

Annex A: Full list of brands under *Made With Passion*

Annex B: Brand Information and quotes from Brand Owners

Annex C: Quotes from industry associations  
Annex D: Upcoming *Made With Passion* partnerships

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**About *Made With Passion***

A joint initiative by the Singapore Brand Office and the Singapore Tourism Board and supported by Enterprise Singapore, *Made with Passion* is a national marketing initiative to promote consumer awareness and appreciation for our local lifestyle brands by showcasing the many facets of passion that go into creating the products we enjoy today. It hopes to encourage other brand owners and Singaporeans to pursue their own dreams to turn their passions into a reality for a better Singapore.

Discover our local lifestyle brands and be inspired by their stories @madewithpassionsg.

**About the Singapore Brand Office**

The Singapore Brand Office (SGB0) is a joint partnership of the Economic Development Board (EDB), Singapore Tourism Board (STB) and the Ministry of Communications and Information (MCI). Set up in 2019, the Office leads the promotion of Singapore's unified nation brand, Passion Made Possible. The Passion Made Possible brand celebrates the exceptional Singapore spirit - fuelled by our passion and a sense of possibility, we turn our aspirations into reality for a better Singapore and a better world.

**About the Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the *Passion Made Possible* brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) | Follow us: [facebook.com/STBSingapore](https://facebook.com/STBSingapore) or [twitter.com/stb\\_sg](https://twitter.com/stb_sg)



## **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

**Annex A**

***Made With Passion Brands***


<b>Beauty &amp; Wellness</b>	<b>Homeware &amp; Décor</b>
<ul style="list-style-type: none"> <li>● Eu Yan Sang</li> <li>● Hegen</li> <li>● HYSSES</li> <li>● Kinohimitsu</li> <li>● Sifr Aromatics</li> </ul>	<ul style="list-style-type: none"> <li>● Commune</li> <li>● Folks Furniture</li> <li>● ipse ipsa ipsum</li> <li>● SCENE SHANG</li> <li>● Supermama</li> </ul>
<b>Fashion &amp; Accessories</b>	<b>Packaged F&amp;B</b>
<ul style="list-style-type: none"> <li>● Baju by Oniatta</li> <li>● Bynd Artisan</li> <li>● Carrie K.</li> <li>● CHARLES &amp; KEITH</li> <li>● EDEN + ELIE</li> <li>● Faire Leather Co.</li> <li>● GINLEE Studio</li> <li>● Love, Bonito</li> <li>● Onlewo</li> <li>● PAZZION</li> <li>● RECKLESS ERICKA</li> <li>● The Shirt Bar</li> </ul>	<ul style="list-style-type: none"> <li>● awfullychocolate</li> <li>● Bee Cheng Hiang</li> <li>● Bengawan Solo</li> <li>● Brass Lion Distillery</li> <li>● Brewerkz</li> <li>● Camel</li> <li>● Fossa Chocolate</li> <li>● Gryphon Tea Company</li> <li>● JANICE WONG SINGAPORE</li> <li>● Kwong Cheong Thye</li> <li>● JUMBO Seafood</li> <li>● Mr. Bucket Chocolaterie</li> <li>● NG AH SIO Bak Kut Teh</li> <li>● Oh My Goodness!</li> <li>● Old Seng Choong</li> <li>● PPP Coffee</li> <li>● Prima Taste</li> <li>● Straits Preserves</li> <li>● The 1925 Brewing Co.</li> <li>● The Golden Duck</li> <li>● The Soup Spoon</li> <li>● Tong Heng</li> <li>● Udders Ice Cream</li> <li>● Violet Oon Singapore</li> <li>● Ya Kun International</li> <li>● Yeo's</li> </ul>

**Annex B**

**Brand Information and Quotations from Brand Owners**


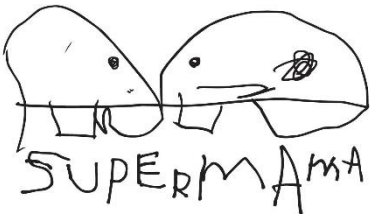
<b>About The Brands</b>	
<b>Beauty &amp; Wellness</b>	
<div style="text-align: center; margin-bottom: 20px;">  </div> <p><i>“Through this platform, Eu Yan Sang Singapore hopes to support Singapore government's initiative to support our local brands and further reinforce ourselves as a quality local brand to both our local customers and tourists.”</i></p> <p>— Serene Seow, Managing Director</p>	<p><b>Eu Yan Sang</b></p> <p>Eu Yan Sang has been a trusted brand in Singapore for centuries, but selling Traditional Chinese Medicine (TCM) wasn't always its core purpose. Founded by Eu Kong and succeeded by his son Eu Tong Sen, Eu Yan Sang was born out of a desire to take care of the tin mining workers working for them, who had a variety of ailments that required treatment. The medical business quickly surpassed the tin mining business, growing into the familiar TCM brand Singaporeans know today. With a weighty name that means ‘caring for mankind’, it’s no surprise that Eu Yan Sang’s herbal products and healthcare services continue to keep the founder’s values alive and well.</p>
<div style="text-align: center; margin-bottom: 20px;">  </div> <p><i>“We are excited about this initiative to be connected to fellow local entrepreneurs and look forward to synergistic partnerships. We are proud to be in this city fuelled with passion and pride, and it is so important that we come together as a community at this time.”</i></p> <p>- Yvon Bock, CEO</p>	<p><b>Hegen</b></p> <p>Hegen is an innovative baby-feeding product enterprise, born out of genuine empathy for and understanding of motherhood. The founders, Yvon and Leon Bock, started Hegen after becoming parents, because they felt strongly about wanting to improve the breastfeeding experience for mothers. Ultimately, Hegen aims to empower women through this demanding but beautiful journey, by developing award-winning products with uncompromising safety standards. The dream? To meaningfully impact the lives of breastfeeding mothers in Singapore and abroad.</p>

 <p><i>“Singapore is never too small to curate awesome brands.”</i></p> <p>— Cheryl Gan, Founder</p>	<p><b>HYSSES</b></p> <p>HYSSES (乡术, meaning 'arts from the village') began with a simple wish of sharing nature's gifts with the world. Tirelessly scouring the Earth for natural ingredients, HYSSES believes that every aromatherapy product should pay tribute to its roots for an authentic experience.</p>
<p><b>KINOHIMITSU</b> FREEDOM TO LIVE</p> <p><i>“Everyone please support Singaporean brands, our success stories must start right here at home”</i></p> <p>-- Kristin Chong, Managing Director</p>	<p><b>Kinohimitsu</b></p> <p>Kinohimitsu is a homegrown, functional beauty and wellness brand that was founded in 1998. Fuelled by the desire to improve lives, the brand offers a holistic range of products that cater to a variety of needs: from concerns around premature ageing, to acne-prone skin, to digestive issues. All Kinohimitsu products are produced under the strictest quality standards and are 100% natural – with no added sugar, preservatives, artificial colouring, and more.</p>
 <p><i>“We can be part of a Singapore brand narrative which is open, empowering and embracing.”</i></p> <p>— Jamal Kazura, Founder</p>	<p><b>Sifr Aromatics</b></p> <p>Sifr Aromatics is a niche, independent perfume shop, established in Singapore in 2010 by Johari Kazura. Hailing from a long line of perfumers, Johari's passion for aromatics is one that runs deep in his blood. After a sabbatical in the mecca of the perfume world - Grasse, France - Johari decided to branch off from the family business, but not without his own spin. By blending ancient and modern techniques, he infuses heritage with modernity into each concoction, whether it's a customised blend, a scented soy-wax candle or a home fragrance.</p>


<b>Homeware and Decor</b>	
<p style="font-size: 2em; font-weight: bold; margin: 0;"><b>Commune<sup>®</sup></b></p> <p style="font-style: italic; margin: 10px 0 0 0;">“Commune has always believed and will continue to push boundaries and defy the norm, an adage that both business partners and consumers saw and appreciate. Made With Passion is a great initiative to allow for a strong common platform for support, collaboration and exchange of ideas among Singapore brands, allowing them to push boundaries and encourage more creators to come on board, with the possibilities of elevating these brands on the international stage.”</p> <p style="margin: 10px 0 0 0;">-- Joshua Koh, CEO</p>	<p style="font-weight: bold; margin: 0;"><b>Commune</b></p> <p style="margin: 10px 0 0 0;">Commune seeks to encapsulate quiet modernity in its designs by unifying intelligent function with effortless form. From cutting and moulding to bending and sanding, its craftsmen take careful effort to ensure that every piece feels great in a customer’s hand – and fits right into their home. With a human-centric philosophy, Commune’s in-store experience also leverages AR technology to help buyers visualise their space and choose the right furniture that best suits their needs.</p>
<div style="text-align: center; margin: 0 0 20px 0;">  </div> <p style="font-style: italic; margin: 0 0 0 0;">“As a creative force, the fuel that drives me is my passion. Made with Passion sums up the work I do for FOLKS”</p> <p style="margin: 10px 0 0 0;">— Nathan Yong, Founder</p>	<p style="font-weight: bold; margin: 0;"><b>Folks Furniture</b></p> <p style="margin: 10px 0 0 0;">Founded by award-winning Singaporean designer Nathan Yong, Folks Furniture celebrates the purity of wood and pays homage to traditional carpentry work by Asian craftsmen. Nathan’s unconventional aesthetic sense enables the woodwork to appear simultaneously fresh and nostalgic. To manufacture his designs, he regularly engages regional artisans – creating pieces that are honest and enduring, in principle as well as in quality.</p>





<p style="text-align: center;"><b>ipse ipsa ipsum</b></p> <p><i>“As a young company, it is an amazing opportunity to stand alongside institutional brands in Singapore that have carved out success both locally and internationally”.</i></p> <p>— Sam Mangla, Founder</p>	<p><b>ipse ipsa ipsum</b></p> <p>ipse ipsa ipsum (translated to ‘for himself, herself and itself’) puts people at the core of its furniture design philosophy. As its name suggests, the brand stems from the constant creative collaboration between individuals, artisans, and designers, that bring together diverse sensibilities. This juxtaposition of influences harmoniously translates into handcrafted, semi-luxurious pieces that help customers transform ordinary living spaces into extraordinary places.</p>
<p style="text-align: center;"><i>onlewo</i></p> <p><i>“This initiative will boost the international standing of our home grown brands and in introducing them through the MWP campaign, entrench Singapore’s reputation as a city of innovation, good design and happiness”.</i></p> <p>— Mike Tay, Founder</p>	<p><b>Onlewo</b></p> <p>Founded by Mike Tay - one of Singapore’s Top 50 Most Influential Designers as accredited by Tatler Homes in 2016 - Onlewo is a brand that artfully weaves nostalgia into modern designs. Mike celebrates Singapore’s rich and colourful identity, by reimagining Singapore-inspired motifs on fashion, lifestyle and home-decor products.</p>

 <p><i>“Perceptions towards Singapore brands have improved over the past few years and more and more quality and award-winning designs are being put out there by Singaporean designers”.</i></p> <p>— Jessica Wong and Pamela Ting, Co-Founders</p>	<p><b>SCENE SHANG</b></p> <p>SCENE SHANG was started by Jessica Wong and Pamela Ting, who met in junior college. But it wasn't until their internships in Shanghai, where they were flatmates, that they realised that they both enjoyed decorating their spaces with meaningful pieces of culture. Seeing that Singapore needed a brand to tell of its rich history, Jessica and Pamela began creating pieces that were heritage-inspired, yet forward-looking. Today, SCENE SHANG is a furniture and lifestyle label that's driven by the belief that home is where culture begins.</p>
 <p><i>“We will be ready, not only as individual brands but as a collective of Singaporean brands to present Singapore to the world when it opens up”</i></p> <p>— Edwin Low, Founder</p>	<p><b>Supermama</b></p> <p>To many people, pottery is a hobby and nothing more. But for 'super mother' Mei Ling and husband Edwin, it became their life's calling to share their love for this art form with the world. Throughout the last decade, the couple's creative passion led to many sacrifices – including selling their home to kick-start the business. But it sure paid off: today, Supermama is a leading light in the Singapore design scene, turning pottery and porcelain into truly special pieces of art to own.</p>




<b>Fashion &amp; Accessories</b>	
<div style="text-align: center;">  <p style="margin: 5px 0;"><b>BAJU BY ONIATTA</b></p> </div> <p style="margin-top: 20px;"><i>“Made with Passion is an exciting initiative, one that is so necessary in a time like this. While we continue to hustle as creatives in a strange world, it’s great to know that our fervour, spirit and energy do not go unnoticed.”</i></p> <p>- Oniatta Effendi, Founder</p>	<p><b>Baju by Oniatta</b></p> <p>Baju by Oniatta is a clothing line dedicated to reimagining Batik for the modern wardrobe. As a fan of traditional textiles herself, founder Oniatta Effendi fell in love with the rich symbolism and narratives behind the fabric and its craft. Today, she promotes the fabled fabric in Singapore and beyond – by designing exquisitely stylish and incredibly comfortable everyday clothing for the modern woman.</p>
<div style="text-align: center;"> <p><b>BYND ARTISAN</b></p>  </div> <p style="margin-top: 20px;"><i>“It is with today’s thinkers, dreamers and doers that we hope to share the remarkable output of some of Singapore’s greatest practicing craftsmen.”</i></p> <p>— James Quan, Chairman and Winnie Chan, CEO of Bynd Artisan</p>	<p><b>Bynd Artisan</b></p> <p>Bynd Artisan is a unique experiential brand that offers personalization on a wide array of leather and paper products, through collaborations with local brands and creatives, and by conducting intimate crafting workshops. Established by Winnie Chan and James Quan, the brand was founded on their family’s 73-year-old legacy of leather craftsmanship and exquisite bookmaking. With multiple ateliers featuring craftsmen who are able to customize leather products on the spot, Bynd Artisan continues to make its mark through excellence and expertise.</p>

<p><b>CARRIE K.</b></p> <p><i>"It is only when we develop deep roots in our own homeland nourished by local pride, can we flourish beyond Singapore. We're honoured to be part of this initiative."</i></p> <p>— Carolyn Kan, Founder</p>	<p><b>Carrie K</b></p> <p>During a year off the corporate race, Carolyn Kan took time to learn silversmithing in Florence. And that's what inspired her to start Carrie K. Artisan Jewellery in 2009. Carrie K. creates modern heirloom jewellery with a twist by turning "traditional" materials, such as jade and pearl, into meaningful designs that celebrate life's milestones. With eye-catching pieces such as her reinvention of the classic pearl necklace, it is no wonder that she's won numerous awards since the brand's inception.</p>
<p><b>CHARLES &amp; KEITH</b></p>	<p><b>CHARLES &amp; KEITH</b></p> <p>CHARLES &amp; KEITH is a footwear and accessories retailer founded in 1996, with a vision of empowering women to express themselves through accessible yet stylish fashion. Through its curated collections available both online and in stores, this local brand's ambition is to spread the Singapore name beyond the region, to the far reaches of the world.</p>
 <p>EDEN + ELIE</p>	<p><b>EDEN + ELIE</b></p> <p>EDEN + ELIE is a design-led, socially conscious jewellery brand based in Singapore. With a mission to provide jobs to communities in need, they work with local organisations to develop individuals with autism into skilled artisans, empowering them to live more independently.</p> <p>The brand honours centuries-old traditions of making things by hand through modern pieces inspired by heritage. In a world proliferated with industrialised products, their jewellery is a testament to slower times, when love was embedded in beautiful, meticulously crafted heirloom pieces.</p>

<p><b>FAIRE</b> LEATHER CO.</p> <p><i>'It's important to be part of an initiative that celebrates the hard work that each and every local brand puts in their business - it is not merely the artisanal or product aspect, it is also the entrepreneurial spirit to ensure that every element from brand and marketing all the way to customer service is done with passion.'</i></p> <p>— Ryan Choy, Founder, Head of Branding and Marketing</p>	<p><b>Faire Leather Co.</b></p> <p>Faire Leather Co. is an online leather goods label that redefines true value as Functional Luxury. Founded by Joseph Lor and Ryan Choy, Faire is also the most funded fashion kickstarter in Singapore and hit their 2 year goal of \$1,000,000 in under 10 months. Tapping traditional know-how from decades of heritage and experience with real-time feedback and data, Faire creates stylish products designed for maximum function.</p>
<p><b>GINLEE</b></p> <p><i>"To congregate, stand together and show our support as one of many excellent Singapore brands, to fly the Singapore flag high and proud!"</i></p> <p>— Gin Lee, Director</p>	<p><b>GINLEE Studio</b></p> <p>Founded in 2011 by designers Gin Lee and Tamir Niv, GINLEE Studio stems from the artful cross-pollination of diverse cultures, disciplines, and passions. Calling both Singapore and Israel their homes, the founders' unique life experiences have shaped the way that they design their clothing. The dream? To create beautiful, thoughtfully crafted pieces that will be mainstays in anyone's wardrobe.</p>
<p><b>Love, Bonito</b></p>	<p><b>Love, Bonito</b></p> <p>Designed for the key moments and milestones of a modern woman's life, Love, Bonito's assortment features stylish pieces for home, work, and play. Today, it is the largest vertically integrated, omni-channel women's fashion brand in the region. And in the coming years, Love, Bonito plans to expand both locally as well as internationally: touching the lives of more women through community events, experiential retail, and more.</p>

 <p><b>PAZZION</b> Fabulously You</p> <p><i>“PAZZION is proud to be part of this initiative that celebrates local brands and is honoured to be selected as one of the Singapore brands that stands for passion for our craft.”</i></p> <p>— Tom Ng, Director</p>	<p><b>PAZZION</b></p> <p>PAZZION ensures effortlessly stylish shoes for all occasions, backed by high-quality leather and exceptional craftsmanship; perfect for the modern women.</p> <p>PAZZION caters to the modern, sophisticated trendsetter with an uncompromising standard for taste and quality. High-calibre craftsmanship and an unwavering attention to detail mean each shoe is painstakingly designed to bring you the best in style and comfort. A wide range of footwear from casual sandals to classic heels ensures you’ll find the perfect shoe for any occasion. All the shoes are crafted from quality calf leather and lambskin for ladies to stride with confidence and ease. Each collection is carefully considered to reflect the latest in trends at an affordable price. PAZZION has international presence in Brunei, Cambodia, China, India, Indonesia, Japan, Malaysia, Philippines, Thailand and Vietnam.</p>
 <p><b>RECKLESS ERICKA</b></p> <p><i>“There has never been a more crucial time to aggressively support Singapore businesses. We are excited about this initiative and look forward to grow and glean from this community.</i></p> <p><i>May we never give up on what sparked our passion in the first place and have the courage to live out the purpose for such a time as this.”</i></p> <p>— Afton Chen, Director</p>	<p><b>RECKLESS ERICKA</b></p> <p>Intelligent design, responsible production, and a reckless spirit: these three fundamentals form the foundation of Singaporean fashion label, RECKLESS ERICKA. Helmed by founding designer and adventurous soul, Afton Chen, the brand combines fashion and function with creative silhouettes and bold prints. With its audacious spirit and quality craftsmanship, RECKLESS ERICKA continues to make waves by representing Singapore on the global fashion stage.</p>



	<p><b>The Shirt Bar</b></p> <p>With experience designing and producing for leading international clothing brands, the team behind The Shirt Bar realised that good shirts come at a price - one that is not quite accessible. This inspired them to design shirts that offer value, alongside great design, quality, comfort, and durability. Today, The Shirt Bar prides itself in responsible sourcing, ethical manufacturing, and innovative designing – paying attention to all the little details that make a huge difference to customers and creators alike.</p> <p><i>“Singapore brands are indeed passionate about what they do. They are enterprising and resourceful. We have our challenges but that encourages us to innovate, be creative, and relentless in our pursuits to overcome our challenges and forge ahead.”</i></p> <p>— Serene Ang, Founder</p>
<p><b>Packaged F&amp;B</b></p>	
	<p><b>awfullychocolate</b></p> <p>Back in 1998, the founders of awfullychocolate decided to bring back a humble but classic favourite, chocolate cake. What started as a single-minded idea, quickly evolved into a flourishing enterprise that has since entered the packaged goods market with a variety of delectable, chocolate-based goodies. Today, the business may have diversified, but the obsession with crafting indulgent chocolate treats remains as strong as day one.</p> <p><i>“We joined MWP to be part of a Singapore brand narrative which is open, empowering and embracing.”</i></p> <p>— Lyn Lee, Founder</p>
	<p><b>Bee Cheng Hiang</b></p> <p>In 1933, Teo Swee Ee began Bee Cheng Hiang as a street hawker in Chinatown, selling ‘bak kwa’ or freshly barbecued meat. Unbeknownst to him then, he had introduced Singapore to a snack that would be loved by generations to come. Today, the brand continues to take pride in the key tenets symbolised in its name: appearance (美), flavour (珍), and smell (香). That is why its well-protected, world-renowned recipe retains the use of 100% natural ingredients, without any added preservatives, artificial flavouring or colouring.</p> <p><i>“Singaporean brands are known for their trusted quality.”</i></p> <p>— Daniel Wong, Group General Manager</p>

 <p><i>"I think it's wonderful that these local brands are being showcased and recognised as the best of Singapore, what passion, perseverance, tenacity and adaptability can lead to, uniquely Singaporean brands, to be proud of!"</i></p> <p>— Henry Liew, Director</p>	<p><b>Bengawan Solo</b></p> <p>What is now a Singaporean mainstay, was once a small, humble home bakery cooked up by founder Anastasia Liew. According to her, Bengawan Solo's recipe for success is a good mix of acumen, hard work, and perseverance. Even after 40 years, this heritage brand remains committed to handmaking some of Singapore's most iconic confectionaries daily, such as its famous "ondeh ondeh", ensuring consistency and quality through the decades.</p>
 <p><i>"It's great that there is such a platform to curate and showcase local brands who are passionate about their craft. We are looking forward to collaborating with like-minded brands and hopefully create something exciting from this!"</i></p> <p>— Jamie Koh, Founder and CEO</p>	<p><b>Brass Lion Distillery</b></p> <p>A curiosity for gin distillation, combined with a desire for Singaporean-flavoured spirits, became the catalyst for the inception of Brass Lion Distillery in 2012. After years of dedication to the process, founder Jamie K. finally launched the first full-fledged distillery in Singapore. Today, it leads the nation's gin industry with flagship, Asian-inspired flavours that retail in over 200 venues, and a beautiful space for anyone who wants to give gin-making a go.</p>
 <p><i>"We need to do work to uncover local brands and we also need more organised and bigger platforms like MWP to showcase this side of Singapore brands."</i></p> <p>— Tan Wee Han, Co-owner and CEO</p>	<p><b>Brewerkz</b></p> <p>Brewerkz helped kickstart Singapore's craft beer story in 1997. Bringing full-flavoured fun to the local indie beverage scene, Brewerkz's constant flow of tasty experimental beers are a product of their love for exploration and a passion for the artisanal craft. As a true original, this home-grown brand is dedicated to creating exciting experiences to tickle the senses of craft beer lovers anywhere in the world.</p>



 <p><i>“We are very proud to be associated with other outstanding Singapore brands, to be marketed as one collective proud Singapore brand.”</i></p> <p>— Poh Shih Yun, Director</p>	<p><b>CAMEL</b></p> <p>What started as a small backyard nut-roasting business almost 50 years ago, is now a familiar household name in Singapore. This, of course, is thanks to the hard work and commitment of CAMEL’s founders Poh Ah Seng and Ong Siew Hua. Inspired by their sincerity and dedication, the brand continues to deliver the finest quality nuts and snacks – both in Singapore and abroad.</p>
<p><b>FOSSA</b> <i>CHOCOLATE</i></p> <p><i>“The strength of one is limited but in a pack, it’s boundless. As a maker ourselves, we are proud to be part of this community celebrating and supporting local brands”</i></p> <p>— Yilina Leong, Business and Marketing Director</p>	<p><b>Fossa Chocolate</b></p> <p>Fossa Chocolate is the only bean-to-bar company from Singapore to be acclaimed at the International Chocolate Awards. Its team of chocolate makers showcase their passion through every step in the making process, right from using sustainably sourced, specialty-grade cacao beans, down to incorporating unexpected flavours like seaweed, salted egg, and lychee. The result? Chocolate that has greater depth, clarity, texture, intensity – and above all, memorability.</p>
<p><b>GRYPHON</b><sup>®</sup> TEA COMPANY</p> <p><i>“This initiative is a recognition of spirited entrepreneurs building quality brands with a common mission; Made with Passion.”</i></p> <p>— Lim Tian Wee, Director</p>	<p><b>Gryphon Tea Company</b></p> <p>Gryphon Tea Company believes drinking tea is like travelling – every experience offers a chance for discovery. Created in 2006 with the aim of sparking tea appreciation in Singapore, the brand has since become a leader in its category. It regularly inspires tea makers and lovers with its new and unique blends, made with everything from botanicals to fruits and Turkish spices.</p>

 <p><i>“As a locally homegrown brand, JANICE WONG is excited to be a part of the Singapore Tourism Board’s Made With Passion initiative as we celebrate those who bring to life the Singapore spirit of turning possibilities into reality. As we continue to progress in our brand’s journey, we look forward to supporting the growth of our fellow local brands in the community”</i></p> <p>- Janice Wong</p>	<p><b>JANICE WONG SINGAPORE</b></p> <p>Chef Janice Wong believes in testing the limits of dessert-making, marrying pastry with fashion, design and art. The multi award-winning chef launched her eponymous sweet boutiques concept, JANICE WONG SINGAPORE, in 2014, delighting Singaporeans with her colourful and mouth-watering treats across her retail stores islandwide. From edible art to Chocolate Crayons, her re-imagined confectionaries such as her Signature Chocolate Bon Bons to serving up gastronomic dessert experiences at her restaurant, 2am:dessertbar, Janice’s never-ending passion for culinary art has propelled her forward as a designer, artist, chef and imagineer.</p>
 <p><i>“The initiative comes at the right time as we are talking about self sustainability during pandemic. It is time to recognize and celebrate Singaporean brands!”</i></p> <p>— Alvin Choo, Business Development</p>	<p><b>Kwong Cheong Thye</b></p> <p>About a century ago, Choo Cheong Chan left China and set foot in Singapore in search of better opportunities. He set up the first Kwong Cheong Thye manufacturing soya sauce for food suppliers. His dedication to continuously improve, innovate, expand, and diversify paid off – today, Kwong Cheong Thye is a leading sauce maker and household name. Its range of soya sauce, chilli sauce, sesame oil, plum sauce, and more are used by over 90% of the top restaurants in Singapore, and are widely distributed in over 25 countries.</p>

 <p><i>“Singapore is a tiny red dot, but we are definitely not tiny when united. Singapore brands should come together to support one another, build our national brand equity on the international stage, and strengthen our local brand propositions of quality, safety and innovation.”</i></p> <p>— Ang Kiam Meng, JUMBO Group CEO &amp; Executive Director</p>	<p><b>JUMBO Seafood</b></p> <p>JUMBO Seafood is a household name known for its iconic chilli crabs that are loved by locals and tourists alike. In the spirit of making their famous dishes more accessible, the brand now packages their sauces and mixes so that customers can bring home the same nostalgic experience and enjoy restaurant-quality food while surrounded by loved ones at home.</p>
	<p><b>Mr. Bucket Chocolaterie</b></p> <p>Mr. Bucket Chocolaterie was founded in the hopes of making bean-to-bar chocolate more accessible to the masses. The creators are constantly inspired by everyday conversations with local communities and the myriad of ingredients found around the region. Their passion is built on three key pillars: using sustainable Asian cacao, creating unique flavour pairings – and providing interesting gifting experiences to one and all.</p>
 <p><i>“I believe that a strong national brand mark will help our homegrown brands locally and internationally in time to come.”</i></p> <p>— Ang Kiam Meng, JUMBO Group CEO &amp; Executive Director</p>	<p><b>NG AH SIO Bak Kut Teh</b></p> <p>The history of Ng Ah Sio Bak Kut Teh can be traced back to the early 1950s, when the founder’s father began selling the hearty soup in Singapore. Years later, this savoury, pork-based soup remains high on the list of the nation’s culinary treasures. Cooked with the same diligence and repackaged for accessibility, Ng Ah Sio’s robust peppery goodness can now be enjoyed even at home, through readily available retail packets.</p>



*“Everyone in this amazing group of Founders/business owners worked ridiculously hard to get where they/we are with our brands today. Not only is it such an honour for a young brand like ours to share this stage with some true household names here, it’s just incredibly powerful to have this stage at all, where we are all recognised nationally as brands to watch and a force to be reckoned with.”*

- Ramya Ragupathi, Founder Of Oh My Goodness!

### Oh My Goodness!

It began as a passion project in 2015 when Ramya developed her first gluten- and dairy-free cake. Blown away by its amazing taste and texture, her loved ones egged her on to start her own business because they felt Singapore simply had nothing like it. Today, Oh My Goodness! has grown to become the only certified gluten-free company in the region, making delicious and high quality gluten-free cakes, breads and other staples more readily available and conveniently enjoyable by all



*“We want to encourage more local entrepreneurs to work towards building their dreams and set a good example for them as part of their learning curves.”*

— Daniel Tay, Managing Director and Founder

### Old Seng Choong

Founded by renowned local pastry chef Daniel Tay, Old Seng Choong offers traditional bakes and cakes for every joyous occasion. Named after the well-loved Seng Choong Confectionery (which was run by his parents for over 30 years), this brand pays homage to his father, the baker who sparked Daniel’s own culinary ambitions. Today, Old Seng Choong thrives on selling festive treats and nostalgic snacks, such as pandan chiffon cakes and cookies, but with a fun twist through local flavours like “Katong Breakfast” and “Laksa”.

 <p><i>"It's passion that brought us to where we are, and the people that keep us going in this journey. We look forward to bringing more to the coffee community and beyond through this national initiative."</i></p> <p>-- Marcus Foo, CEO and Co-Founder</p>	<p><b>PPP Coffee</b></p> <p>People have always been the heart of PPP Coffee. Starting out as a small-batch specialty roaster in 2009, the founders lived off tips collected from strangers-turned-friends in a humble hideout at Hooper Road called 'Papa Palheta'. Today, the brand goes beyond the business of sourcing, roasting, and serving specialty coffee. They believe in creating meaningful connections through their crafts.</p>
 <p><i>"This is a great step for Singaporean brands, including the food manufacturing sector."</i></p> <p>— Eric Sim, General Manager</p>	<p><b>Prima Taste</b></p> <p>Launched in 1998, Prima Taste is a Singaporean household brand that takes local favourites and turns them global. Their extensive range of packaged food products includes ready-to-cook meal kits, premium noodle products, ready-to-eat meals and cooking sauces. With a strong reputation for authentic flavours and excellent quality, Prima Taste delivers fuss-free hawker fare to over 40 major markets, worldwide.</p>
 <p><i>"It's a great feeling to have like-minded brands from Singapore to travel with together. We are looking forward to the journey ahead."</i></p> <p>- Sharon Lee, Founder</p>	<p><b>Straits Preserves</b></p> <p>An abundance of tiny, ripe calamansi limes in her garden inspired founder Sharon Lee to create her first marmalade. This Asian-inspired recipe went on to win the prestigious World's Best International Marmalade Award in 2012. Buoyed by this early success, she began Straits Preserves – blending exotic fruits and nuts into spreads that have a strong link to Singapore's heritage. With unique, surprising flavours, these marmalades and nut butters promise to delight foodies in Asia and around the world.</p>



*“Food and beer are inseparable, and this is even more so especially in Asia. Our motivation is to create beers for the Asian palate, hence it is important to include the taste profiles of Asian food fare as part of the considerations when we design our beers. With this MWP initiative, it will not only allow us to heighten awareness on our work, but also provide us the opportunity to work with like minded brands to come up with new and inspiring creations.”*

— Ivan Yeo, Co-Founder and Executive Chef

### **The 1925 Brewing Co.**

The 1925 Brewing Co. was named after the birth year of the founders’ role model: their grandfather. Continuing his spirit of excellence and craft, their concoctions never fail to invoke a sense of nostalgia. And they never feel incomplete either – as they are usually paired with innovative dishes that are inspired by Singapore’s Teochew culture. They believe strongly in preserving their Singaporean Teochew heritage and culture, with the hope of building a business that would transcend generations.



*“It’s an opportunity for us to show our customers how we can band together as a nation.”*

— Chris Huang, Co-Founder


### **The Golden Duck**

It all began with one bold flavour: salted egg. And just like that, The Golden Duck Co. started its mission to revitalise the Asian palate – with flavours like chilli crab, Sichuan Mala, Tom Yum Goong, and more. The Golden Duck’s inventive spirit unlocked a whole new dimension in the gourmet snack category. And today, it continues to push the boundaries with an artful balance between respecting century-old recipes and creating entirely novel delicacies.

 <p><i>"Made with Passion creates a platform that celebrates and unites Singapore brands built on passion—the very force that drives us here at The Soup Spoon. Our people are custodians of a deep passion and purpose to develop a balanced, sustainable approach to food and we're souper stoked to be part of this initiative."</i></p> <p>-- SouperChef Anna</p>	<p><b>The Soup Spoon</b></p> <p>In 2002, The Soup Spoon's founders set out to show the world that soup can indeed be centre stage in a meal. Taking pride in using exclusively natural ingredients with no preservatives, the quick-casual dining chain serves up an array of wholesome soups that are heartier and healthier than the usual canned fare. Besides sandwiches, salads and more in its in-store menu, The Soup Spoon also sells packaged food in supermarkets across Singapore. Now, clean and affordable comfort food is never too far away.</p>
 <p><i>"Being part of the brand mark is an opportunity to be grateful for and an exciting journey to embark on."</i></p> <p>— Ana Fong, General Manager</p>	<p><b>Tong Heng</b></p> <p>Tong Heng Delicacies, a brand trademarked for its diamond-shaped egg tarts, was incorporated since 1935 and set to share the joy of traditional pastries. Our pastries, modernised yet still handmade with passion, have been voted as the best in Singapore. Tong Heng's egg tarts, along with other local favourites are made entirely dairy-free and are the hallmarks of quality baked goods for locals and visitors alike.</p>

 <p><i>"I think this is a great and timely initiative to give our Singapore brands a leg-up in visibility and presence, both in Singapore and overseas. When Singapore enterprises do well, Singapore Inc wins."</i></p> <p>— Wong Peck Lin, Chief Milkmaid and Co-Founder</p>	<p><b>Udders Ice Cream</b></p> <p>Udders Ice Cream was started by husband-and-wife duo, David and Peck Lin, who shared the dream of creating Asian and alcoholic ice cream flavours that truly hit the spot. Known for its fun, sassy voice (and instantly recognisable bright orange hue), the brand has grown into a local favourite. After all, its range of ice creams stays light on cream and sugar, contains flavourful natural ingredients – and boasts one of the highest alcohol content in the category within Singapore. Today, Udders Ice Cream has 5 'milking outlets' and about 300 retail points in Singapore and has delighted people from all over the world onboard Singapore Airlines, Scoot, and Jetstar flights. Udders will be exporting to Indonesia, United Arab Emirates and Malaysia soon</p>
	<p><b>Violet Oon Singapore</b></p> <p>Violet Oon Singapore was co-founded by four individuals who shared a dream of building a brand that celebrates the myriad of flavours in Singaporean Peranakan cuisine. Expanding its culinary expertise beyond dining experiences, Violet Oon Singapore has become famous for its packaged gourmet delicacies. From tropical jams to traditional pineapple tarts, these Peranakan-inspired local delights are a commemoration of distinctively Singaporean flavours.</p>
 <p><i>"Singaporean brands are trusted, excellent and reliable"</i></p> <p>— Jeshier Loi, Director, Branding and Market Development</p>	<p><b>Ya Kun International</b></p> <p>Ya Kun International had its humble beginnings in the 1940s, as a Hainanese coffee stall famous for its aromatic black coffee and delectable kaya toast. Today, it has grown into a chain with signature offerings that continue to be a local's breakfast go-to. A symbol of Singapore's hard work and enduring spirit, Ya Kun International perseveres to share its passion with the world, for generations to come.</p>



 The logo features the word 'Yeo's' in a white, cursive-style font, centered within a red, wavy, ribbon-like shape.	<p><b>Yeo's</b></p> <p>As a Singapore heritage brand with 120 years of history, we are proud to be a Singapore brand and passionate about serving up goodness to our consumers and communities with quality, innovative and great tasting food and beverages.</p>
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## **Annex C**

### **Quotes from Industry Associations**

“The Singapore Food Manufacturers' Association is looking forward to being part of the *Made With Passion* initiative, helping to create pride for our local brands and elevating them onto a world stage. In a time where more Singaporeans are pursuing their passions and starting their own ventures, *Made With Passion* is a timely and meaningful initiative that gives them the support to do so.”

**- Jimmy Soh, CEO & Managing Director of Sol Agri Resources Group and Deputy President of Singapore's Food Manufacturers' Association**

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“Textile and Fashion Federation is delighted to work alongside the *Made With Passion* initiative to bring greater support to our local fashion brands. We believe that this is a start to a greater nationwide movement to uplift our brands and more importantly serve as an inspiration to all aspiring craft-preneurs to follow their heart and passion, and to tap on the expertise and support of our local brand heroes to nurture their own dreams. Together with our trade partners, we are committed to cultivate a culture and environment that respect and appreciate the craft and passion in our local brands”.

**- Semun Ho, CEO, Textile and Fashion Federation**

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“The *Made With Passion* initiative is most timely. The Association of Small & Medium Enterprises is very pleased to support this initiative as we recognise that it takes great passion and commitment to build, nurture and grow a brand. The launch of MWP also reflects a maturing of our market in appreciating homegrown brands. We can be proud of local brands and help them flourish.

For the last 18 years, ASME has been recognising our homegrown brands, according them the honour and the visibility they deserve, through the Singapore Prestige Brand Awards which is co-organised with Lianhe Zaobao and supported by Enterprise Singapore and the Intellectual Property Office of Singapore. It is therefore heartening that with the launch of the MWP initiative, more is being done to amplify the achievements of brands that carry the Singapore name”.

**- Chew Lee Ching, Vice-President, Awards and Special Projects, Association of Small and Medium Enterprise**

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“This concerted effort by the government to showcase homegrown brands is a fantastic way to encourage Singaporeans to support local, and a first step to inspiring more brands to be created out of Singapore. As a brand owner, creating a product or service comes from the founder’s heart and truest passion. The brand becomes an extension of the founder’s values and beliefs, and this is truly worth celebrating.

I am very inspired by many of the 48 brands that are currently launching with *Made With Passion* – and believe we are only seeing the tip of the iceberg as there are so many amazing homegrown brands we can be proud of.”

**- Pauline Ng, Council Member, Singapore Retailers Association**

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“The *Made With Passion* project is certainly a timely, if not overdue, one. There are so many exemplary local brands that are well-storied and that we are proud to own ourselves, or share with friends overseas. I also hope this initiative will encourage more companies and brands to create products that everyone would covet.”

**- Mark Yong, President, Singapore Furnitures Industry Council**

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“The Restaurant Association of Singapore welcomes the effort by SGBO to develop this collective brand *Made With Passion* to help identify and support our Singapore Brands. We see good potential and hope that when this new brand mark is rolled out, it can even be extended to more areas such as restaurants as well.”

**- Bonnie Wong, Deputy Treasurer, Restaurant Association of Singapore**

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## Annex D

### Upcoming *Made With Passion* Partnerships

Upcoming Partnerships
<p><b>Shopee</b> (<i>20 November 2020 to February 2021</i>)</p> <p>Shopee will partner with <i>Made With Passion</i> to house the brands on its platform, and launch the 'Local Gifts from the Heart' campaign, coinciding with important gifting festivals such as Christmas, Chinese New Year and Valentine's Day. It includes a Shopee microsite and livestreams that spotlight stories and products of the <i>Made With Passion</i> brands, exclusive bundles, and lucky draws to provide Singaporean users with an added incentive to continue supporting local brands.</p>
<p><b>NTUC FairPrice</b> (<i>from December 2020</i>)</p> <p>NTUC FairPrice will extend its Support Local initiatives to several <i>Made With Passion</i> brands by retailing them in selected FairPrice Finest stores over the next few months.</p>
On Offline Platforms
<p><b>Design Orchard</b> (<i>from January 2021</i>)</p> <p>In partnership with Textile and Fashion Federation (TaFF), <i>Made With Passion</i> brands will be spotlighted in a pop-up showcase at Design Orchard, a one-stop experience for the public. Visitors can learn about the carefully selected brands, their product offerings and shop on the spot.</p>
<p><b>Retail Food Hall at Lau Pa Sat</b></p> <p>A retail showcase of ten <i>Made With Passion</i> packaged F&amp;B brands at a brand new upcoming Retail Food Hall at Lau Pa Sat.</p>
On Online Platforms
<p><b>Visa and Singapore Tourism Board</b></p> <p><i>Made With Passion</i> will also further partner with Visa and STB on their collective effort to encourage Singaporeans to shop at local retailers and support the domestic economy as part of the synergy of their respective #WhereYouShopMatters and #SingaporeRediscovered campaigns.</p>
<p><b>Online marketplaces</b> (<i>from 21 November onwards</i>)</p> <p><i>Made With Passion</i> brands will be featured in online marketplaces such as Boutique Fairs' online platform, eBoutiques, KrisShop and OneOrchard.Store.</p>