

Media Release

New Punggol Coast Hawker Centre Revives Singapore's "Lost and Found" Flavour and Spotlights Emerging Hawkers Across 40 Stalls



Singapore, July 2025 - Punggol Coast Hawker Centre, a new hawker centre situated within Punggol Digital District, will open its doors on Friday, 25 July 2025. Patrons can look forward to a mix of "lost and found" hawker alongside innovative concepts from emerging hawkerpreneurs.

Managed by Kopitiam, an operator appointed by the National Environment Agency and part of FairPrice Group (FPG), this new **576-seater hawker centre** integrates advanced AI-powered video analytics to improve operational efficiency. Punggol Coast Hawker Centre will also serve as Kopitiam's benchmark for integrating digital innovation with outlet design.

From Heritage Icons to Rising Stars in the Hawker Scene

Punggol Coast Hawker Centre is a true melting pot of Singapore's rich culinary heritage and exciting new hawker talent. The diverse selection of 40 food stalls includes a cherished mix of "lost and found" hawker gem and trendy, innovative concepts.

Food enthusiasts can look forward to savouring time-honoured favourites from decades-old hawkers. "Lost and found" hawker, **South Buona Vista Braised Duck**, a beloved 50-year-old institution, makes its welcome return after closing in early 2024. Regulars adore its tender braised duck, gently spiced with star anise, cloves, and cinnamon. It's been revived with the same time-honoured recipe and a renewed commitment to preserving its legacy.

Other renowned local favourites include MICHELIN Bib Gourmand **Singapore Fried Hokkien Mee**, MICHELIN Selected **Hock Hai (Hong Lim) Curry Chicken**, as well as **Pin Wei Hong Kong Style Chee Cheong Fun**, **Whampoa Traditional Fried Oyster**, **Kedai Salima** and **SJ Sickander Ammal Muslim Food**.



Complementing these beloved classics, the hawker centre will also feature notable brands by young and emerging hawkers, injecting fresh energy and exciting new flavours into the scene. These include **What The Puff**'s unconventional flavours of curry puffs, **Hakka Leipopo**, **Hee Hee Hee Steamed Fish & Seafood** and more.

AI Takes Centre Stage for Smarter Dining

What sets Punggol Coast Hawker Centre apart is its pilot to integrate innovative AI solutions designed to enhance operational excellence. Implemented and funded entirely by FPG, the initiative is set to improve dining and operational experiences for both stallholders and patrons. These infrastructure and AI-powered video analytics provide real-time insights, ranging from footfall traffic mapping and service queue management to comprehensive safety monitoring across the hawker centre.

This valuable data allows Kopitiam to deploy staff for crowd flow management or cleanliness upkeep during peak hours. Stallholders will also gain visibility into customer patterns, empowering them to make informed decisions regarding manpower planning and to improve service efficiency. This will reduce unnecessary waiting and improve overall service speed, creating a more enjoyable experience for all visitors.

Customer, stallholder and staff safety remains a top priority for Kopitiam. With Punggol Coast Hawker Centre's intelligent detection systems, outlet management can detect potential safety hazards early - from fire or smoke to spills and obstructions - facilitating swift resolution and ensuring a safer dining environment.

Savings at your Fingertips

At Punggol Coast Hawker Centre, patrons can enjoy Kopi O and Teh O at only \$1, and Kopitiam Signature Breakfast Sets from as low as \$2.20. Set meals under the Rice Garden Community Project at the hawker centre's Mixed Rice stall are priced at \$1.50 (for ComCare cardholders) and \$2.70 (other concessionary cardholders^[1]). Every food stall will also have value meal options for patrons from \$3.50 and below.

Multiple payment modes available for patrons

At Punggol Coast Hawker Centre, patrons can choose to make payment through various modes such as the FPG app, SG QR, or cash. Through the FPG app, customers can use their available Linkpoints to offset their meal purchases, on top of enjoying periodic app exclusive discounts and promotions.

A Vibrant Community Space for Meals & Gatherings

Punggol Coast Hawker Centre also features a generous event space that can be used for community events and engagements. For the first 6 months after the hawker centre's opening, the space will also feature an AR mural in which customers can see drawings of local nostalgic games and desserts come to life on their phone.



All Things Digital Carnival on 26 & 27 July 2025

To commemorate the hawker centre's opening, a series of digital activities have been curated specifically for residents and patrons on 26 and 27 July 2025. These include augmented reality interactive games, robotic challenges and Spend & Win with an array of prizes (with a total value worth up to \$5,000) to be won.

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[1] Applicable to NTUC Union members, PG, MG and CHAS Blue card holder

About Kopitiam

The Kopitiam brand operates in more than 80 food courts, coffee shops and hawker centres across the island serving thousands of meals a day. The newly rebranded Kopitiam brand promises to make good food affordable for everyone as well as connecting family and friends through joyful food experiences. Each new outlet is designed to enhance the ambience, food quality, variety and convenience experience of our customers.

About FairPrice Group

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, NTUC Foodfare, Kopitiam, and NTUC Link, with the purpose of making life better for all and to fulfil a vision of being a leader in everything food. FairPrice Group looks to optimise the resources of all four social enterprises and leverage their respective strengths to put customers first, provide better value for all and to make everything about food easy.

With an extensive network of close to 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise meals, food take-aways, and a rewards programme that delivers personalised and delightful experiences.

Website: www.kopitiam.biz

Facebook: facebook.com/kopitiam.biz

Instagram: instagram.com/kopitiam.sg

ANNEX

General Information on Punggol Coast Hawker Centre

Open date: 25 July 2025

Address: 84 Punggol Way, #02-55, Singapore 829911

Nearest MRT: Punggol Coast

Operating Hours: 6.00am to 10.00pm

Facilities

Total No. of Tables: 121 Fixed Tables

Total No. of Seats: 576 Fixed Seats

Stall Summary:

Number of Stalls: 40

Food Type Summary:

No. of Cooked Food: 34

No. of Drinks / Juice / Dessert: 6

Stall No	Brand Name	Cuisine Type	Tenant Highlights
K51	Huay Kwang Thai Wonton Mee @Ubi	Wonton Noodle	• The menu features a selection of Thai-style wonton noodles. • With chock full ingredients in each bowl of noodles, customers can also choose the sauce they like to go with.
K52	SJ Sickander Ammal Muslim Foods	Indian (Halal)	• With over 30 colourful, crispy, crunchy varieties to choose from to make your own Indian rojak • The stall also offers roti prata and murtabak.
K53	Yummy Delights	Nasi Lemak & Economical Bee Hoon	• Chinese-style nasi lemak with a focus on “home-style cooking”. • Customers can choose from a variety of freshly prepared sides to go with Nasi Lemak rice or bee hoon.
K54	Mama Fish Soup	Fish Soup	• The menu offers sliced fish, deep-fried fish and premium offerings like red grouper too. • Unlike the usual clear and milky soup base, Mama Fish Soup

			also has options including mala, tomato, spicy peppercorn, tomyum and pumpkin soup too.
K55	Xiang Chi Mian	Bak Chor Mee	- Savour the local noodle hawker fares at Xiang Chi Mian and be comforted by the good old taste of bak chor mee, laksa and fishball noodles. - Other than trying their signature bak chor mee, no trip to Xiang Chi Mian is complete without ordering their laksa. Using their rich pork broth as the base, each bowl of spicy and rich laksa gives a tinge of sweetness that balances it all so well.
K56	Whampoa Traditional Fried Oyster	Local Stir-fry Delights	- The oyster omelette is fried to order until the crust is nicely browned, while the oysters remain plump and juicy. The house-made chilli sauce elevates the dish considerably. Various portion sizes are available. - The stall also offers carrot cake, char kway teow which they are also famous for at their Whampoa outlet.
K57	Deen Mee Combo House	Indian Muslim (Halal)	- Hearty Indian stir-fry noodles like mee goreng, kway teow goreng ikan bilis are must-tries here. - If you want something to share, their tulang merah is also a crowd-pleaser.
K58	Hee Hee Hee Steamed Fish & Seafood <i>Emerging Hawker</i>	Steamed Seafood	- New Generation hawkers by night and fishmongers by day. - Their stall's name doesn't refer to a bad case of the giggles – it's how Teochew pronounce the Mandarin word xi, which means happiness. - Seafood steamed Hong Kong-style is the main highlight but

			customers can also enjoy bbq sambal seafood dishes too.
K59	South Buona Vista Braised Duck <i>*Lost & Found” Hawker</i>	Braised Duck	• “Lost and found” 50-year-old institution serving braised duck. • Owner, Mr Ang learnt to cook Teochew-style braised duck from his brother-in-law, Mr Lim Ah Too, who founded Lim Seng Lee Duck Rice Eating House in South Buona Vista Road in 1968. • When his brother-in-law decided to retire and close his eatery in 2013, Mr Ang sought his blessing to venture out on his own. He rented a coffee shop stall in Sam Leong Road and set up his business in that same year, calling it South Buona Vista Road Famous Boneless Duck Rice. • In 2021, he moved to his current location at 81 Desker Road, a standalone eatery which can seat up to 50 diners and has a sprawling kitchen space. The name was shortened to South Buona Vista Braised Duck. This popular outlet closed in 2023 due to rental woes • 4 years later, Mr Ang decided to bring back his well-loved braised duck and will be operating at Punggol Coast Hawker Centre.
K60	Claypot King	Claypot Rice	• Offers a wide variety of claypot dishes • Must-tries include claypot chicken rice, claypot pork rib rice and sesame oil chicken

K61	You Fu Ban Mian & Pao Fan	Handmade Noodle	• Bowls of handmade noodles featuring different ingredients and choice of noodles. • Broth which is used for both handmade noodle and pao fan is cooked over a few hours for maximum umami.
K63	Monster Chili Mala Hotpot	Mala Hotpot (Halal)	• Established in 2014, Monster Chilli is Singapore's first halal-certified Mala hotpot. • Its rich and captivating flavours were an instant hit in the Muslim community. • Blending dry hotpot and spicy Sichuan cuisine, it delivers a unique combination of numbing, spicy, fresh, and fragrant tastes. They also took a step further by infusing traditional Chinese medicine herbs to add a cooling touch. • At Monster Chilli, they take authenticity seriously as they developed their own secret Halal-certified Mala Paste and Mala chilli oil, ensuring that the recipes are tailored to suit the Singaporean palate.
K64	Hock Hai (Hong Lim) Curry Chicken Noodle	Curry Noodle	• A Michelin Bib Gourmand winner in 2019 with its first outlet in Bedok Interchange Hawker Centre. • Owner, Uncle Leo still runs the stall which sees snaking queues during meal times and weekends but has passed his recipes and skills to the next generation - his niece to open her own stall. • The stall also sells satay bee hoon which is getting harder to find at the new residential area.
K65	Hakka Leipopo <i>Emerging Hawker</i>	Hakka Thunder Tea Rice	• Specialises in Hakka thunder tea rice which offers white rice, brown rice (add \$0.50) and no rice option, ideal for people on low-carb or keto diets. Instead of rice, they replace it with extra vegetables.

			Malaysian style thunder tea rice which features a variety of fresh vegetables like long beans, sayur manis, chye sim, cabbage as well as preserved radish, dried shrimps, firm tofu and peanuts.
K66	Master Tang	Double-boiled Soup	- Serves a hearty bowl of soup that's packed to the brim with quality ingredients, with no added MSG. - To go with your soup, there are three different types of rice: white rice, pumpkin rice and yam rice.
K67	12 Roasted	Roast Meat	They are known for their roasts such as char siew and sio bak – complete with crunchy crackling, moist meat and melt-in-your-mouth fats.
K68	Chang Cheng	Mixed Rice	- The mixed rice stall is participating in the Rice Garden Community Project and offers concessionary meals which consist of 2 selected vegetables and 1 meat. - Comcare Cardholders: \$1.50 - PG/ MG/ CHAS Blue/ NTUC Union Members: \$2.70
K69	Swee Pork Ribs Prawn Noodle	Prawn Noodle	Mr Swee, the proud owner sources for fresh prawns, boils the stock for hours so it is enriched with the umami goodness from the prawn shells, making his sambal from scratch so it best complements every bowl of prawn noodle he serves.

K70	Chicky Papa <i>Emerging Hawker</i>	Western	- Western food concept that offers a wide selection of delicious Western food. Signature includes whole fried spring chicken, chicken cutlet and black pepper chicken chop. - There is also an extensive pasta menu which features tomato-based and aglio olio pasta with different meat and seafood.
K71	Ubi Le Sheng Yong Tau Fu	Yong Tau Foo	Features a clean and lighter broth and has a wide selection of classic yong tau foo ingredients which are made fresh everyday.
K72	Cinta Hainanese Chicken Rice	Chicken Rice (Halal)	- Catering to the high demand for Hainanese-style chicken rice within the Malay community. - Cinta serves a good repertoire of chicken dishes, like chicken curry noodle, chicken macaroni, chicken char siew noodle.
K73	Old Nyonya	Nyonya Laksa	- Old Nyonya is run by husband and wife, Tony and Ruby, selling Peranakan influenced Malay dishes. Tony learned to cook these wonderful dishes from his aunt who has been cooking for many decades and comfortably retired at 90 years old. - This is their stall outside Maxwell Food Centre - Old Nyonya serves a delightful selection of laksa at their stall at Punggol Coast Hawker Centre.
K74	Tidjai Thai Food	Thai	Enjoy classic and authentic Thai dishes which is prepared ala-minute here

K75	Dosa Delight	Indian Vegetarian	• Offers indian vegetarian dishes • Must-tries include dosai masala, poori, idli vadai and vegetable briyani.
K76	What The Puff! <i>Emerging Hawker</i>	Curry Puff	• What The Puff! was co-founded by siblings Yuan Ming and Brandon Lim, alongside their friend, Oh Chin Jie, with a shared passion for good food and the ambition to build on their hawker heritage. • Fresh dough is hand-kneaded, folded, and filled daily, resulting in flaky, satisfying puffs. Whether it's the comforting original, the bold black pepper chicken, or the tangy sardine, each flavour reflects their love for time-honoured ingredients and a drive for culinary innovation.
K77	Jin Deng Pig's Organ Soup <i>Emerging Hawker</i>	Mixed Pig's Organ Soup	• Known for their nourishing broth that is a harmonious blend of sweetness and saltiness from the hours of boiling together pork bones and pickled mustard vegetables. • A generous bowl of ingredients like pig's liver, intestines, stomach, tender pieces of pork meat, pork belly, meatball and tofu cubes.
K78	Jade's Chicken	Korean Fried Chicken (Halal)	• Authentic Korean-owned stall with Korean fried chicken, jjajangmyeon & army stew • The fried chicken comes in half or whole and customers can ask for original crispy, sweet spicy, soy sauce, or honey butter.

K79	Teh Tarik	Drinks	- Abang Teh Tarik brings customers great tea and coffee ('tarik-ed', of course) as a drink to wash down a satisfying meal, a perk-me-up before as a mid-day refreshment for customers. - The stalls also carry Malay snacks and other halal light bites.
K80	Kedai Salima	Malay (Halal)	- First-time hawker selling comforting malay snacks and hawker dishes - Must tries include epok-epok, kacang pool, mee rebus and nasi lemak
K81	Singapore Fried Hokkien Mee	Hokkien Mee	- A popular MICHELIN Bib Gourmand stall from Whampoa Drive - Their famous hokkien mee is made with rice vermicelli and yellow egg noodles, which are topped with prawns and squid for that umami flavour – even better with a helping of spicy homemade chilli sauce.
K82	Grab N Go	Wu Xiang Satay	- Selling Wu Xiang Xia Bing (五香虾饼), assorted deep-fried fritters with economical bee hoon - Also offers satay and otah at the stall.
K83	75 Ah Balling	Glutinous Rice Ball	- Founded in 1947, 75 Ah Balling Peanut Soup's story began when the founder started selling glutinous rice balls from a humble pushcart along Jalan Sultan. - In 1975, the business moved to the iconic Golden Mile Food Centre, stall 01-75, where both the location and year inspired the inclusion of "75" in the brand name.

			Today, 75 Ah Balling Peanut Soup is lovingly run by the founder's family, staying true to its commitment to quality and tradition.
K84	Black & White Rojak and Popiah	Rojak and Popiah	- Selling rojak in both sour plum sauce (white) and prawn paste (black) - Also on the menu are popiah, tauhu bakar and kueh pie tee
K85	Uncle Jim Fresh Fruit Juice	Fruits	Offering fresh cut fruits and fruit juices
K86	Munchi Pancakes	Chinese Pancakes	- A hawker stall selling min jiang kueh, a traditional local snack with a twist, popular with both the young and old. - The min jiang kueh crusts come in three enticing flavours: original, matcha and charcoal. These can be mixed and matched with a dizzying array of fillings from traditional ground peanuts, red bean paste and shredded coconut, to non-traditional ones like strawberry cream cheese, Oreo cheese and chocolate, just to name a few. - Other outlets include Yishun Park Hawker Centre, Fernvale Hawker Centre & Market, and Lau Pa Sat.
K87	Pin Wei (Chee Cheong Fun)	Chee Cheong Fun	- Pin Wei Chee Cheong Fun serves up 4 types of chee cheong fun: plain, prawn, char siew and scallop. - Hong Kong-style chee cheong fun that is drenched in light soya sauce, with a thinner skin and

			encases prawn or char siew filling. Made fresh at the stall using the traditional method of <i>bu la chang</i> (布拉肠), which is having a rice flour batter poured on a cloth over a steamer.
K88	One Soy <i>Emerging Hawker</i>	Soya Milk	- Serves up a refreshing take of soy-based drinks and soy-based desserts. - Third outlet in Singapore
K89	Kopi Kiosk	Drinks and Snacks	- The name of Kopi Kiosk has become - synonymous with the Kopitiam Signature Breakfast Set and affordable hot kopi/teh - The breakfast set is available from 7am to 11am - consists of a slice of kaya butter toast, 2 soft-boiled eggs and a cup of hot kopi/teh of your choice for as low as \$2.20 for NTUC Union members and \$2.80 for the public. - The stall also serves freshly brewed kopi and teh, dispenser drinks and canned drinks
K90	Kopi Kiosk - Desserts	Desserts	- Serving up a wide selection of local hot and cold desserts "Bao Jiak" dessert items include Number One Chendol, Bubur Cha Cha and Cheng Tng.