

KrisShop brings Singapore's flavors to travelers with curated F&B offerings



From left: Campbell Wilson, Singapore Airlines' Senior Vice President of Sales and Marketing (first from left), Chris Pok, KrisShop's CEO and Singapore's Senior Minister of State for the Ministry of Communications and Information & Ministry of Culture, Community and Youth Sim Ann at KrisShop's With Love, SG pop-up at Resorts World Sentosa, Singapore

Travelers can now taste Singapore's food and beverage (F&B) offerings with KrisShop's curated selection of local brands.

KrisShop, Singapore Airlines' flagship travel retailer, has partnered Singapore government agency Enterprise Singapore to curate a list of local F & B brands for the travel retail market.

As part of the collaboration, participating Singapore companies will have their products listed on KrisShop's travel retail e-commerce platform (krisshop.com), receive offline and online marketing support, and have access to over 35 million passengers carried by the Singapore Airlines Group.

For a start, 10 local food and beverage brands, including Boon Tong Kee which sells chicken rice sauces, premium bird nest NestBloom, satay and BBQ food brand City Satay and gourmet snack brand The Golden Duck will be available.

In the coming months, KrisShop will add more local brands to its selection. These brands will come under KrisShop's *With Love, SG* concept store which features homegrown brands and serve as a platform to expand the local brands' reach across the world.



From September 20 – 22, KrisShop set up the KrisShop's *With Love, SG* pop-up at the Resorts World Sentosa, Singapore, to showcase the concept store's products and share the stories behind the local brands. Participating brands also set up tasting booths, delicacy-making workshops to engage the visitors

Commenting on the collaboration, Chris Pok, Chief Executive Officer, KrisShop said: "KrisShop is a proud Singapore brand, so it gives us great joy and pride to carry fellow local brands with the collaboration. Food is an important part of our Singapore's culture and heritage and there is no better way to share Singapore with the world than with Singapore's unique flavors. KrisShop looks forward to having more local brands on board as we embark on this journey with Enterprise Singapore."

Last month, Singapore Airlines had [relaunched its flagship online retail website KrisShop](#) to offer an omni-channel and integrated shopping experience for travelers. The revamped website provides a clean look and interface and offers pre-order and delivery services including hotel delivery, self-collection stations and the ability to both pre-order up to 60 minutes before the flight and order through the inflight entertainment system.