



BAKER'S BREW

PERANAKAN NOSTALGIA

• CHINESE NEW YEAR 2023 COLLECTION •



This Chinese New Year, heritage meets modern at Baker's Brew.

Taking inspiration from Peranakan heritage – its depth of flavours and colourful art, we bring you new memories through our signature cookies and unique packaging.

Packaged in miniature versions of old-school biscuit tins, adorned with Peranakan motifs – each cookie recipe has been developed and refined to bring you a fresh take on familiar traditional Lunar New Year goodies.

Have a bite and taste the best of Singapore.



Peanut Almond
Cookies

Pineapple
Bak Kwa Cookies

Ondeh Ondeh
Cookies

Hae Bee Hiam
Cookies

Pineapple
Pillows

Signature!

ONDEH ONDEH COOKIES

椰糖班兰挞

Our best-selling signature cookie inspired by the traditional Ondeh Ondeh kueh!

Made with a pandan-infused dough and filled with a generous amount of gula melaka coconut filling, these moist and flavourful cookies are simply irresistible!



Less sweet!

PINEAPPLE PILOWS

凤梨塔（低糖）

You can't go wrong with a classic pineapple tart.

Made with a traditional butter and cheese pastry filled with premium Thai pineapple paste for that sweet-and-salty balance. Made less sweet than your regular pineapple tarts, making them an ideal guiltless afternoon snack!





PEANUT ALMOND COOKIES

花生杏仁饼干

A homely heritage favourite containing the humble yet powerful peanut and fragrant almond.

These blissful bites are the ultimate crumbly melt-in-your-mouth tastiness, with roasted, nutty flavours and buttery pastry layers culminating in a divine sweet-and-salty experience.



PINEAPPLE BAK KWA COOKIES

肉干凤梨酥

A savoury spin on traditional sweet pineapple tarts.

Each butter cookie is filled with premium Thai pineapple paste blended with authentic bak kwa for a uniquely sweet and savoury combination! We can't get enough of this!



HAE BEE HIAM COOKIES

蝦米香饼干

Meet the bold new Hae Bee Hiam snack that packs a punch!

Your favourite aromatic shrimp-and-sambal condiment is presented in a single bite of spicy SHIOK-ness. A rounded and intense heat lights up your senses in a single bite of this spicy-and-savoury cookie.



PERANAKAN NOSTALGIA COLLECTION

Chinese New Year goodies made to impress.

Available individually and in bundles of 3 and 5.



SIGNATURE COLLECTION

\$86⁰⁰

Have the best of the best! Featuring a collection of Baker's Brew's most well-loved original creations, this bundle is a definite crowd-pleaser.



Pineapple Bak Kwa
Cookies

Ondeh Ondeh
Cookies

Peanut Almond
Cookies

*No mix and match

HERITAGE COLLECTION

\$86⁰⁰

A set of classic Chinese New Year goodies we all know and love, made with a Baker's Brew twist. The perfect set to make your guests feel a little extra special.



Pineapple
Pillows

Ondeh Ondeh
Cookies

Hae Bee Hiam
Cookies

*No mix and match

PERANAKAN NOSTALGIA COLLECTION

\$2880

PER TIN

\$13800

SET OF 5

Whether you gift one or five,
Baker's Brew's Chinese New Year
cookies are sure to leave a
lasting impression.

Have a bite and taste the best
of Singapore.



CORPORATE GIFTING

Curated bundles and exclusive hampers available
for convenient and impressive gifting options.

For details and pricing, contact our Sales Team.

EMAIL

corporate@bakersbrew.com

WHATSAPP

+65 8321 2150



PROMOTIONS



10% OFF

SUPER EARLY BIRD
DISCOUNT

Use code **CNY2023SEB** on checkout.
From 12- 25 Dec '22

8% OFF

EARLY BIRD
DISCOUNT

Use code **CNY2023EB** on checkout.
From 26 Dec '22 - 8 Jan '23

**Minimum of 3 tins.*

RETAIL OUTLETS

EAST

Tampines Mall

4 Tampines Central 5 #B1-K19
Singapore 529510

CENTRAL

Great World

1 Kim Seng Promenade #B1-K103
Singapore 237994

Paragon

290 Orchard Road #05-46, K3-K4
Singapore 238859

Plaza Singapura

68 Orchard Road #B2-42
Singapore 238839

Upper Thomson

246H Upper Thomson Road
Singapore 574370

NORTH

Causeway Point

1 Woodlands Square #B1-K01
Singapore 738099

Sembawang

No. 6 Jalan Tampang
Singapore 758950

WEST

JEM

50 Jurong Gateway Rd #B1-K26
Singapore 608549

Available for collection and delivery
from **30 December 2022**

