



treatsure opens new experience concept store in Tanjong Pagar Plaza

Singapore – 27 April 2023 – treatsure today officially launches its newest experience concept store at Block 7 Tanjong Pagar Plaza in a bustling CBD food enclave filled with popular cafes, restaurants and bars. With a core theme of ‘experiences’, the new treatsure concept store seeks to offer visitors experiential perspectives of food waste and sustainability, while giving them opportunities to participate in sustainable efforts and actions. This project is supported by the National Environment Agency as part of their Call for Ideas Fund towards greater environmental awareness and action.

Roughly 2.5 times the floor area of the previous concept store at Robinson Road, the newest concept store caters to treatsure’s newest business segment in offering sustainability experiences and events, on top of its usual app operations with surplus food. These experiences include corporate workshops and team-bonding activities, learning journeys from schools, as well as sustainability events that help to advocate and raise awareness on food sustainability issues. Participants can get to experience hands-on creative use of surplus food ingredients in baking, cooking, craft or product making, while viewing surplus products and educational exhibits on display, engage in food sampling and learning about challenges and solutions around food waste.

CEO and Co-founder of treatsure Preston Wong shared, “In our earlier years, treatsure existed primarily as a platform for sale of surplus food from hotels and grocers. But we have also strived to be a platform of ideals beyond deals, with a mission to inspire people to treat food as treasure. We believe education and advocacy through sustainability experiences and tours will be complementary in our work to shift the needle in food waste reduction and food sustainability issues.”

The newest store also showcases a slightly wider range of surplus and sustainable products found on the treatsure app. Items are categorised on shelves by their surplus condition (eg. expiring, imperfect etc) instead of their food categories in a conventional supermarket. Nonetheless, customers are still encouraged to download the treatsure app and to make a grocery order on the app in advance before they come to pick up their consolidated items at designated slots, as not all items are stocked on site. The company also encourages self-collection as it brings greater convenience and cost savings, while helping to reduce the carbon footprint through delivery.

Through the store, treatsure also hopes to inspire and encourage a sustainable lifestyle through simple everyday actions. Customers collecting groceries are informed beforehand to bring their own bags, and bags and paper receipts will not be issued, similar to the company's policy practiced at its hotel partners for the buffet-in-a-box service. Users can also return previous treatsure bags and ice packs for reuse. Many of the store's furniture and equipment were obtained second-hand, upcycled or repurposed, and it will also feature upcycled products and lifestyle products that help to reduce wastage or promote zero-waste living. This includes the reusable treatsure box, which allows treatsure users a 50-cents rebate each time they visit a hotel partner for the buffet-in-a-box service, an idea first conceptualised by treatsure in 2018 to help hotels tackle food wastage.

The store opens for walk-ins and pickups on Tuesdays, Wednesdays, Fridays and Saturdays, and is open all year round for booking for corporate sustainability experiences, workshops and tours. Interested organisations can reach out via the treatsure website form (contact us page) or email us at events@treatsure.co.

ABOUT THE STORE

Located at 7 Tanjong Pagar Plaza, 02-109C, Singapore 081007, the store is open Tue, Wed, Fri, 12-7.30pm and Sat 10.30am-5.30pm.

ABOUT TREATSURE

Launched in 2017, treatsure is Singapore's leading mobile app platform tackling food wastage by connecting consumers to businesses with surplus and sustainable food at affordable prices. It created Asia-Pacific's first takeaway buffet-in-a-box concept in collaboration with esteemed global hotel brands, and later ventured into surplus grocery distribution with prominent distributors and suppliers in its network, as well as offering a suite of sustainability experiences and education. Its mission is to get everyone to treat food as treasure!

For any media queries/requests:

please email to media@treatsure.co