

Press Release

For Immediate Release

New Food Hall Opens At Hong Leong Building

The Basement is a launch pad for new dining concepts.

Singapore, 15 August 2018 – The opening of Hong Leong Building’s revamped basement has brought an exciting, diverse and eclectic mix of dining options to cater to busy executives and office workers in the Raffles Place area of Singapore’s Central Business District (CBD).

Aptly named **The Basement**, the revitalised space measuring nearly 24,000 square feet is like a hidden gem beneath Hong Leong Building, welcoming patrons as they step into the bright, cohesively designed and airy space with a culinary explosion of trendy eateries that offer Halal and healthy options, and food-oriented boutiques.

F&B concepts make up about 65% of the tenant mix, with at least ten of them using The Basement as their launch pad for their new and ‘first’ dining concepts.

“Our central location is one main reason why The Basement is chosen as the launch pad for our operators’ new dining concepts. It is a great starting point to introduce new dining concepts because of the catchment of busy, affluent and well-travelled diners who are eating out more than ever and want varied and innovative dishes to satisfy increasingly sophisticated palettes,” said Ms Betsy Chng, Head of Sales and Marketing at Hong Leong Holdings.

The Basement counts *Monnani Kwabaeggi*, the popular South Korea “ugly” pretzel store, and *Fu-Men*, Teppei Group’s first udon restaurant, among its tenants making their debut in Singapore.

“The grab-and-go trend reflects the way younger consumers are looking to eat out. With the open and fuss-free layout of The Basement, we hope to capture that shift for faster food with more flavour than frills,” said Mr Kevin Ong, founder of Singapore’s Chewy Junior, who brought the franchise of *Monnani Kwabaeggi* and opened its first outlet outside of South Korea here.

Other operators such as *Fu-Men* by Teppei Group are keen to fill a niche market for Muslim customers. *Fu-Men* is the first Muslim-friendly udon outlet by Teppei Group in Singapore.

“Some Muslim friends and customers told me that there is a lack of good Japanese halal options, so we want to be able to cater to their needs and at wallet-friendly prices,” said Chef Teppei Yamashita, founder of Teppei Group. He is well-known for his reasonably priced omakase at Teppei Japanese restaurant.

Other new concepts include *Caveman Food*, a casual eatery that offers wholesome dishes based on the Paleolithic diet, and *Tokidon*, a Japanese gastrobar that serves up gourmet wagyu beef rice bowls.

Established chains – household brand *Ya Kun Kaya Toast* with traditional *kopi*, egg and toast; *Pho Street* serving authentic Vietnamese Street delights; and *Crave Nasi Lemak’s* comfort food like crispy chicken wing and fresh otak otak – have also taken root in this “secret hideout” of a food hall, making The Basement a perfect place for working professionals and urban dwellers to dine and unwind.

The Basement also offers convenient amenities to the working professional such as laundry, photocopying, locksmith and shoe repair services; a money changer; photography and videography services; a florist, as well as a manicure and pedicure salon.

Housing over 40 food and retail outlets, The Basement hopes to capture the hearts and stomachs of working professionals in the area. It aims to be the “go-to” food hall for new and trendy food options. The ground floor of Hong Leong Building also offers additional food and retail options such bar and bistro, *Rookery*; coffee joints *Starbucks* and *Alchemist*; international bakery café *Paris Baguette*, and health and beauty store *Watsons*.

* High-res images of *The Basement* can be downloaded from this link: <https://we.tl/MMxtuqAj0q>
Photo credit: Hong Leong Holdings.

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