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Flight to Food Paradise Lands in Changi Airport

Starting 29 June 2007 to 12 August 2007, the Civil Aviation Authority of Singapore (CAAS) is holding a 6-week long food festival at Singapore Changi Airport. This is in conjunction with its shopping and food promotion, 'Indulge at Changi', which kicked off earlier on 8 June 2007. During the food festival, more than 30 participating Food & Beverage (F&B) outlets located both at the public and restricted areas would be offering fabulous discounts between 10% and 50% off their usual menu prices. Other in-store dining offers include free drinks and side dishes.

Locals working and residing in the eastern and central parts of Singapore will receive direct mailers about the best bargains on offer in Changi Airport. The airport is popular among non-travellers and plane spotters as a place to hang-out, especially during weekends and school vacations.

As part of food festival, a loyalty redemption programme has been introduced for the first time. Every S\$25 spent at any public F&B outlet entitles the patron to one loyalty stamp, and a maximum of two stamps per receipt will be issued. A total collection of four stamps would entitle the patron to exchange for an exclusive coffee and tea mug gift set.

There are more than 80 F&B outlets located throughout Terminals 1 and 2. Food attractions include Popeyes and Brek Ristorante – their outlets at Changi Airport are the only ones in Singapore. Fans of Japanese cuisine can chomp their favourite sushi and ramen at Ajisen Japanese Ramen, Genki Sushi or Sakae Sushi restaurants. Italian cuisine can also be savoured at Pasta Fresca Da Salvatore restaurant. Local food is readily available at Changi Kopitiam and Singapore Premium Food Gifts. Changi Airport also has a wide selection of 24-hour renowned specialty coffee outlets - Coffee Bean and Tea Leaf, Lavazza, Spinelli Coffee, Starbucks, and Caffé Ritazza. The newly opened Tong Shui Café, which offers a wide variety of desserts, is also participating in this promotion.

The 'Indulge at Changi' promotion is not just for food lovers; selected fashion items from Bally, Coach, to Salvatore Ferragamo and Le Sportsac are having great discounts up to 30%. On top of this, shoppers who charge S\$60 to their Visa credit cards (or S\$120 by any other means) in a single receipt in any retail and F&B outlet can participate in a weekly lucky draw. They stand to win a shopping holiday worth up to S\$10,000 - a maximum of S\$5,000 in airfare and hotel accommodation to anywhere in the world along with S\$5,000 shopping vouchers for spending at any Changi Airport retail and F&B outlet.

Besides lucky draws, there is also a 'Daily Hot Bargains', where passengers who spend above S\$60 with Visa (or S\$120 by any other means) can buy an Apple iPod Shuffle at S\$99, which retails at the normal price of S\$131.40, or a pair of Gucci sunglasses at half price - S\$200 instead of S\$400.

For the first time, there is also a Charity Auction, where proceeds will go the Singapore Cancer Society. All bids start from S\$1. Some really attractive items up for bids include a Timberland laptop bag worth S\$279, a Dopod smart phone worth S\$998, and the latest fragrance Baldessarini Ambre by Hugo Boss worth S\$101. Everyone can take part in the auction, with no minimum purchase required.

Shopping at Changi Airport became even more attractive from 1 July, when the Goods and Services Tax (GST) is increased from the 5% to 7%. A Gucci messenger bag which would have cost S\$1,070 in downtown stores during non-sale period, now costs only S\$700 at Changi Airport, after a 30% discount offered during the 'Indulge at Changi' promotion and savings on the 7% GST. A pair of Lee Hwa white gold diamond earring enjoys a 30% discount at the airport and cost S\$698, excluding GST.

More details can be found at www.changiairport.com.