



Shoppers stand a chance to drive away with a Porsche Macan and S\$1 million when they spend S\$50 or more at Changi Airport, Jewel or iShopChangi.

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## **New stores, new prizes, new excitement: Changi Airport and Jewel launch year- long shopping campaign with the chance to win S\$1 million and a Porsche Macan**

*Iconic 'Be a Changi Millionaire' promotion makes shopping and dining more rewarding with up to S\$1,000 daily cash and other instant prizes with any purchase*

**SINGAPORE, 15 June 2023** – More than 20 new stores, food and beverage outlets, as well as health and beauty services have set up shop in Changi Airport (Changi) and Jewel Changi Airport (Jewel), infusing the retail and dining landscape with more exciting variety. Ranging from delectable gourmet indulgences to trend-setting accessories, they include 16 new-to-Changi and new-to-Jewel brands, adding fresh delights that are set to captivate the senses and elevate the overall shopping and dining experience.

*Fill up on Western favourites and top it all off with hot and cold side dishes from the all-you-can-eat salad bar at T2's newly opened XW Western Grill.*

In Changi's public area, **Crown Prince Kitchenette**, a contemporary Chinese restaurant offers an all-time Singapore favourite – Teochew pork rib soup (*Bak Kut Teh*), with signature dishes including braised duck and braised pork trotters. Each braised dish is slow-cooked with a secret blend of herbs and spices, resulting in tasty and tender meat dishes. **XW Western Grill** at Terminal 2 (T2) features an all-you-can-eat salad bar and boasts an extensive array of hot and cold sides that will leave patrons satisfied. The salad bar is complimentary with any main course order, or customers can choose to enjoy it à la carte. The restaurant is in the process of getting its halal certification.

*McDonald's has returned to T2! Aside from grabbing a quick burger and fries, check out the ocean-themed interactive digital wall.*

The ever-popular **McDonald's** has returned to T2 with a brand new look. The revamped outlet features the Digital Play Wall, entertaining customers with an immersive and interactive dining environment, making their visit to Changi and this familiar dining outlet even more memorable. When the internationally acclaimed chocolatier **Godiva** opens in Terminal 3 (T3) later this month, those with a sweet tooth can look forward to an extensive selection of premium chocolates, delightful range of beverages and tantalizing fresh strawberries and berries with chocolate dip. Over at **Jamba Juice** in Terminal 1 (T1), the brand's first outlet in Singapore, the health conscious can grab fruit juices, smoothies and rejuvenating energy bowls. **Starbucks** and **Burger King** will also be delighting customers with their familiar food and beverages when they join the tenant lineup in Terminal 4 (T4) next month.

*Local cult favourite, Beyond the Vines, has popped up at T3 Transit. Pop by and browse their funky collection of bags and accessories.*

In the transit area, five establishments have also recently opened. They include three new-to-Changi brands – **Scarves & Glitter** at T1, which boasts a treasure trove of clothing, accessories and handcrafted souvenirs; popular homegrown brand **Beyond the Vines'** pop-up store (T3) dazzles with its unique collection of bags and wallets, including its signature dumpling bag that blends fashion with functionality; **Gourmet Sarawak** (T3) serves a variety of traditional Sarawakian dishes, including the famous *Kolo Mee*.

Meanwhile, **Archipelago Bar** (T2) lets passengers grab a quick meal and unwind with ice-cold, craft beer while waiting for their flight. **Bacha Coffee** has added a duplex outlet in T4, after opening its world's largest store in T3 last year.

In time to come, passengers can also look forward to luxury Italian menswear **Stefano Ricci** (T1) and **Ella Robotic Barista** (T2 and T3) as they make their debut in Changi.

*Jewel visitors can experience first-class health screening and fitness services at Minmed Wellness Collective*

At Jewel, seven new brands join its line-up of 250 retail and F&B outlets in June. This includes a mix of categories across electronics, watches, health and beauty services and cafés from both local and international brands. **Minmed Wellness Collective**, a one-stop health and wellness concept, opened on 1 June. It offers convenient and comprehensive health screening services in its first-to-market health screening suites and fitness classes such as rhythm cycling, yoga, barre and pilates classes held at the verdant Shiseido Forest Valley and Canopy Park. Visitors can also look forward to more beauty and spa offerings with **Natureland's** second premium outlet in Singapore at Jewel, and **SkinGO!**, which offers express Korean facials.

Famous Hong Kong bakery **Kee Wah** will open its second Singapore store at Jewel soon and fans can look forward to premium quality snacks with the authentic taste of Hong Kong. Local patisserie **Nesuto** will also make its debut in a mall setting with a premiere store/ cafe concept that will carry a full array of products from signature cakes, entremets, cherir sablé cookies, gifting options to wine/ tea dessert pairings to enhance the dining

experience. Retailing a wide range of high-quality drones, cameras and accessories, aspiring photographers will be thrilled to know that **DJI** will be opening its first Singapore physical store at Jewel. **G-Shock Casio** will also be introducing Jewel exclusive products among its range of watches.

## **Unlock unprecedented rewards while shopping and dining at Changi, Jewel or iShopChangi**

While the tantalising aroma guides food enthusiasts towards gastronomic bliss, and shopaholics get their hearts racing in retail therapy, more good news await! Every purchase they make is a gateway to thrilling rewards, as Changi's signature year-long shopping promotion 'Be a Changi Millionaire' returns for its 11th installment, with more prizes up for grabs. Teaming up once again with the iconic German sports car brand Porsche, this year's campaign, aptly themed 'All the luck in the world, now in Changi', packs a punch with the grand prize of a staggering S\$1 million and a Porsche Macan, which retails at about S\$270,000 (excluding the Certificate of Entitlement).

Ms Teo Chew Hoon, Changi Airport Group's Managing Director for Airside Concessions, said, "We are excited to showcase these new offerings, which reflect the latest trends and cater to the diverse needs of our discerning travellers. The 'Be a Changi Millionaire' campaign adds more joy and excitement to their journey with us and underscores our commitment to constantly evolving and delivering an extraordinary shopping and dining experience. Whether it's a million-dollar windfall or a dream vacation, we want to inspire and reward our shoppers with life-changing experiences."

To enter this grand draw, shoppers need to spend just S\$50 in a single receipt at Changi, Jewel, or online at Changi's e-commerce portal [iShopChangi](#). To boost the winning odds, indulge in a shopping spree on [iShopChangi](#) and check out using Changi's e-wallet Changi Pay. This will earn customers four additional chances to win the grand prizes.

The thrill does not end there. Shoppers and diners get the opportunity to win sensational prizes, including S\$1,000 cash daily, S\$3,000 worth of Jewel vouchers and a pair of air tickets every month. Destinations include enchanting places like Bhutan, Egypt and Turkey, off-the-beaten-path adventures in Ethiopia, Fiji, and New Caledonia, as well as popular getaways such as Australia and Korea. Customers who pay with Mastercard can also snag stycations and tickets to local attractions.

Mr James Fong, Chief Executive Officer of Jewel Changi Airport Development, said, “As an iconic multi-dimensional lifestyle destination, Jewel is constantly looking for ways to create the most exciting visitor experience, and at the same time strengthen Changi’s appeal. We are excited to welcome these new brands to Jewel as they expand their footprint in Singapore with their new and unique concepts to enhance the vibrant commercial mix. There will be more than 30 new store openings expected by the end of 2023, translating to one new opening every two weeks. Jewel is also delighted to be part of the ‘Be a Changi Millionaire’ shopping promotion this year where our visitors stand a chance to win enticing prizes even as they indulge in Jewel’s extensive range of retail, F&B, services, and play attractions.”

For more information, visit [www.changimillionaire.com](http://www.changimillionaire.com).

For high-resolution images, please download from <https://changime.com/ChangiMillionaire>. Please credit the images to Changi Airport Group.

### **Social media assets for Changi Millionaire**

<https://www.facebook.com/watch/?v=1259111354779349>

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### ***About Changi Airport Group***

Changi Airport Group (Singapore) Pte Ltd (CAG) ([www.changiairportgroup.com](http://www.changiairportgroup.com)) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

As one of Asia’s most connected international aviation hubs, Changi Airport links Singapore to some 140 cities globally, with over 100 airlines operating more than 6,000 weekly flights. Jewel Changi Airport, a multi-dimensional lifestyle destination, opened in April 2019, adding to Changi Airport’s

shopping and dining offerings of over 550 F&B and retail outlets across the airport. The world's most awarded airport, Changi has won over 650 accolades for its consistent and excellent airport staff service, passenger experience and safety standards.

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