



Singapore's largest ever Chupa Chups lollipop at Changi Airport stands at 11.1-metres-long and 4-metres-tall.

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## **Singapore's largest ever Chupa Chups lollipop lands in Changi Airport to delight families with fun-filled activities this March school holidays**

*Look forward to exciting workshops for kids of all ages, larger-than-life installations, and limited edition Chupa Chups-themed premiums from now till 3 May!*

**SINGAPORE, 11 March 2022** – Well-loved lollipop brand Chupa Chups makes

its sweet presence felt in a big way at Changi Airport this March School Holidays! At 11.1-metres-long and 4-metres-tall, the ginormous lollipop display holds Singapore's Book of Records for the largest Chupa Chups lollipop display in the city. This massive sweetie is wrapped with a 14m-by-14m Chupa Chups wrapper to achieve its final strawberry-flavoured signature look.

**Changi's Sweetest Treats** kicks off today till 3 May 2022. Besides going ga-ga over the ginormous lollipop, fans of the popular confectionery brand can pose with other colourful Chupa Chups displays across Terminal 3 (T3) and redeem limited edition Chupa Chups merchandise when they spend at Changi. Kids can go creative and develop their interests with seven unique S.M.A.R.T workshops ranging from art and craft to robotics and coding.

Phau Hui Hoon, General Manager, Changi Airport Group, Landside Concessions, said, "We are constantly exploring new and fun ideas to bring joy and delight to our shoppers and airport lovers during the school holidays. With travel recovering, we're adding to the whole Changi experience by bringing more exciting activities to engage families and children during the school holidays and weekends. This collaboration with Chupa Chups will inject new flavour into Changi's retail offerings and experiences for an even sweeter time together at the airport."

### **Pose with Singapore's largest Chupa Chups lollipop and larger-than-life sweet treats**

Hop around the whimsical Chupa Chups playground near T3 Departure Hall Row 11, decked out in vivid colours. Be transported into a world of interactive and yummy-looking backdrops such as a carousel ride made of lollipops and a Ferris wheel.

The yummilicious fun doesn't stop there. Head on to the lollipop garden at T3 Departure Hall (next to the link bridge to Jewel) where you can pose with moving larger-than-life lollipop daisies!

### **Lots of family fun and learning with robotics and art and craft workshops**

Get ready for a variety of fun and engaging workshops for the young ones to

learn and play at the same time! Pick up the basics of coding and how robots work at the “Be a Young Pilot” workshop. Kids can gain insights into the future of robotics in travel and programme their robot aircraft to fly around the airport. Kickstart your child’s curiosity into the world of technology with the “Innovative micro:bit” workshop to learn how Changi’s firefighters use technology to locate an “aircraft” in distress.

More sweet treats await at the “Cupcake décor” workshop where little chefs learn to use fondant icing to design cupcake toppings that look as good as they taste. Strike some kawaii poses at the “Bento Felt Art” workshop as the kids create beautiful Japanese bento boxes using felt fabric. The dexterous ones can learn how to work with clay to create miniature sweet treats at the “Fun with Polymer Clay” workshop. These are perfect for charms and keychains and make unique gifts that you get to bring home!

Try your hands at the “Magic Discovery” and “Storytelling & Craft” workshops. Make lollipops disappear and float at the “Magic Discovery” workshop with award-winning magician Max Ling. Learn about Singapore’s wildlife at the “Storytelling & Craft” workshop as Neil Humphreys, one of Singapore’s best-selling authors, takes you on a journey with Abbie Rose and friends to save Singapore’s otters in an interactive storytelling session.

Here’s the icing on the cake – spend \$50 at Changi Airport’s terminals or [Changi Eats\[1\]](#) and you can redeem passes to the workshops at more than 40% discount off the retail price! [Book your slots](#) on the iChangi app. Refer to Annex A for more details on the workshops.

### **Limited edition Chupa Chups-themed premiums**

Look out for more lollipop-ortunities at the T3 Basement 2 Chupa Chups pop-up retail store, which features an optical illusion effect perfect for taking insta-worthy photos!

Fans of Chupa Chups can also look forward to an exciting range of Chupa

Chups-themed collectibles. For the first time in Changi, choose from a wide range of Chupa Chups fashion apparel such as cropped tees, cardigans, and bucket hats suitable for both the young and young at heart. Going back to school? Get water bottles, stationery, notebooks and more in signature Chupa Chups patterns right here at Changi Airport.

Apart from Chupa Chups' signature lollies, you can also get their range of "Better For You" gummies, an assortment of yummy gummies made with fruit juice such as Pinkies Gummies, Sour Cola Gummies and Lollies Gummies, at the pop-up retail store.

Look out for a brand-new flavour which will be first to launch in Singapore at Changi Airport in April 2022, featuring notes of strawberry, orange, lemon and apple-flavours.

Redeem limited-edition Chupa Chups premiums, including Chupa Chups-themed cooler bags, collapsible lunch boxes and foldable shopping bags, up for purchase exclusively at Changi Airport. Simply spend \$50 at Changi Airport's terminals or [Changi Eats\[2\]](#), Changi Airport's food delivery service, to purchase the range of Chupa Chups premiums at a special price of \$8.90. The first 2,000 customers will also get a free Chupa Chups-themed foldable shopping bag! Refer to Annex B for more details.

For more information on Changi's Sweetest Treat and to sign up for the workshops, visit the [website](#).

For high-res images, please download from <https://bit.ly/ChangiSweetestTreat>.

[\[1\]\[2\]](#) Applies to spend at Changi Airport public areas and Changi Eats only (excluding Jewel Changi Airport). Changi Eats is Changi Airport's food delivery service.

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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.

## ***About Perfetti Van Melle Group***

The global confectionery group Perfetti Van Melle is a privately-owned company producing and distributing candies and chewing gum in more than 150 countries worldwide and it owns many much loved brands. Perfetti Van Melle is always striving to create innovative treats and a better future for its consumers.

Perfetti Van Melle also unlocks the power of several of its most popular brands through a successful licensing program: Mentos, Chupa Chups, Airheads, Frisk, Brooklyn, Smint, Fruittella, Alpenliebe and Big Babol all have sweet or fresh lifestyle oriented programs in key markets across the globe. By merging art, fashion, pop culture and candy, the brands' style guides offer original creativity to develop an ever-expanding universe of exciting lifestyle products, brand and retail experiences.

Moreover, the Chupa Chups and Airheads brands offer the opportunity to take their characteristic and unique flavour profiles to selected categories in the food and beverage aisles with leading FMCG partners.

Chupa Chups has been conquering the heart and taste of kids and teens since 1958. The brand has become world famous for its round lollipops in many flavours and the flower shaped logo which was designed by the famous artist Salvador Dalí in the late sixties. Today the brand launches novelties in more than 130 countries in a sustainable manner.

Based on the brand's strong personality and identity, a vibrant pop style has been developed for licensing that is always on trend. The forever fun style

guides offer endless possibilities to create colourful lifestyle products and a one-of-a-kind brand experience all over the world.

Chupa Chups' characteristic flavour profile is also ideal to bring credibility and to inspire innovative food and beverage products that never fail to stand out on retail shelves.