



## PRESS RELEASE

**For media enquiries, please contact:**

Ms. Chin Shi Min

[shimin@affluencepr.com](mailto:shimin@affluencepr.com)

+65 9771 5645

### **Singapore's First Premium Japan Farmers Market Opens at Changi Airport**

*The freshest of Japanese produce and an all-new Ready-to-Eat bento experience await travelers and airport visitors alike at Terminal 3.*

**Singapore, 22 September 2017** – ADiRECT Singapore, premium Japanese food distributor in Singapore, and Zen-Noh International, one of Japan's leading exporters of Japanese agriproducts, are proud to present Singapore's very first premium Japanese farmers' market at Changi Airport. Now open to public, the Premium Japan Farmers Market is located in the Departure Hall of Terminal 3. A first of its kind in Singapore, it offers an extensive range of top quality vegetables, fruits, meat products, processed food products, and sake - all exclusively brought in from Japan. Visitors to the store will also experience an unparalleled bento experience presented by GO-ZEN, an exciting ready-to-eat bento concept where customers can look forward to creating their very own ready-to-eat bento box from a mouthwatering array of premium options, flown directly in from Japan to ensure freshness and quality.

Says Mr Paul Dojo, Managing Director of ADiRECT Singapore: "Japanese cuisine is renowned for being of the highest quality with exceptional taste, all due to an uncompromising standard for freshness. With our farm-to-table farmers' market concept, we are confident that consumers will delight in our premium offerings for a Japanese food experience that spans shopping for the freshest of ingredients at reasonable prices, to customising their very own ready-to-eat Bento boxes with our top-notch Japanese produce. We are pleased to be making available some premium brands and items that are only now making their debut in Singapore, and we hope our



efforts will pave the way to even more people in Singapore cultivating a taste for the high standards and quality of Japanese food. We will also be holding seasonal product fairs throughout the year according to the agricultural and livestock produce available in the four seasons of Japan, to introduce even more of what Japan has to offer to Singapore and its international visitors.”

Conveniently located in the public area of Terminal 3, Changi Airport, local and overseas visitors alike will be able to enjoy the dual experience of shopping for fresh foods at a farmers’ market, as well as creating their very own ready-to-eat bento sets customised to their preferences. With the farmers’ market concept of farm-to-table in mind, customers can expect to find seasonal vegetables and fruits such as Kyoho grapes and Shine Muscat grapes, top-notch Wagyu beef cuts from Butchery by Meatlovers, and variety cuts from exclusive brands such as Zen-noh Wagyu, Saga Gyu, Tochigi Wagyu and Hokkaido Snow Beef. Departing passengers can also shop with confidence knowing that they can bring their fresh produce or meats back with them, packed safely in ice gel packs to retain freshness in air.

The best part is, customers don’t have to wait till they get home to enjoy their favourite Japanese produce! Tucked within the store is the brilliant ready-to-eat bento box counter by GO-ZEN, where customers will have the opportunity to enjoy customised bento boxes from a dizzying selection of fresh ingredients. All-star Japanese choices like Wagyu, Shirobuta, scallops, snow crab, Ikura salmon roe from Hokkaido, and delicious Japanese rice from Niigata will be available for the bento choices. There are more than 12,000 possible combinations of unique bento sets that can be put together, by selecting and mixing any four from a collection of 25 dishes.

Other highlights that visitors to the Premium Japanese Farmers Market can look forward to include an Omiyage (loosely translated as “gifts”) section in the store, comprising popular delicacies and sweets from Japan, and products previously unavailable in Singapore, such as the fragrant and healthy Egoma tea. Also making its debut in Singapore is an exclusive range of Sake



by private breweries in Japan, news that will definitely excite Sake enthusiasts. Some unique Sake that customers can anticipate are Sushi Sake, perfect for sushi accompaniment, and Wagyu Sake, highly recommended for sukiyaki, grilled meats and steak.

Mr James Fong, Changi Airport Group's Vice President of Landside Concessions says, "Japanese cuisine has always been universally loved, and it is with great delight that we present Singapore's very first Premium Japan Farmers Market to our travellers, airport visitors and foodies alike. From exclusive premium product launches to the unique, customisable ready-to-eat bento concept, this newest opening will add even more excitement to the spectrum of shopping and dining options we have curated for our passengers and visitors at Changi."

The Premium Japanese Farmers Market serves as a one-stop Japanese farm-to-table market tailored to regional travellers looking to shop for authentic Japanese food souvenirs and Sake to give to family and friends back home or grab quick, ready-to-eat bento boxes before their flight.

As part of the grand opening celebration, customers will enjoy a 10% discount on all items in Premium Japan Farmers Market for one week. For more information about Premium Japan Farmers Market, please visit: <http://www.pjfm.com.sg>

### **About ADiRECT Singapore Pte Ltd**

Established in 2009, ADiRECT Singapore Pte Ltd has been developing itself as a premium food product distributor in Singapore. In 2014, the exclusive 'Meatlovers' brand was established to cater directly to consumers. ADiRECT Singapore Pte Ltd is now the main player when it comes to distributing authentic and premium Japanese Wagyu, in both the B2B and B2C markets in Singapore. Find out more about ADiRECT Singapore Pte Ltd at: <http://adirectholdings.com>

### **About Zen-Noh**

JA Zen-Noh is the world's largest agricultural co-operative in terms of trading volume. Its Singapore office was established in 2013. With Singapore as the starting point, they aim to share the charms and delicious flavour of Japanese agricultural and livestock products throughout all of South-East Asia. By utilising their existing network, they endeavour to deliver a rich variety of



products selected from all over Japan direct to Singapore and the region. Find out more about Zen-Noh at: <http://www.zennoh-intl.com/en/>

### **About GO-ZEN**

GO-ZEN is a ready-to-eat bento box concept brought to you by ADiRECT Singapore Pte Ltd. Drawing inspiration from the traditional gozen (translated as “set-menu of a variety fine meal”) feast enjoyed by samurai in the Edo era, GO-ZEN brings to Singapore the very best of Japan cuisine in the convenient and ever-popular form of the bento box. Diners can pick 4 dishes out of a variety of 28 delicacies, meticulously prepared to present a taste of authentic Japanese cuisine, to create their very own ready-to-eat original bento box.

### **About Meatlovers**

Meatlovers, a brand presented by **ADiRECT Singapore Pte Ltd, is a carefully curated platform that brings meats of the highest quality from all over the world to meat lovers in Singapore.** One of its specialities is the all-authentic Japanese Wagyu, which Meatlovers flies directly into Singapore from Japan and delivers right to the door step. Meatlovers promises a premium shopping experience for meat loving connoisseurs, providing a shopping experience that elevates the purchase to pure enjoyment of the finest meats. This, coupled with the incomparable quality of our products, has made our brand and people synonymous with trust and quality. Find out more about Meatlovers at: <http://www.meatlovers.com.sg>

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Issued on behalf of ADiRECT Singapore Pte Ltd by Affluence Public Relations  
For media enquiries, please contact:

Chon Shi Min  
[shimin@affluencepr.com](mailto:shimin@affluencepr.com)  
+65 9771 5645

## **APPENDIX**

### **Some product offerings**

#### **GO-ZEN**

GO-ZEN offers more than 12,000 possible combinations of unique bento sets that can be put together, by selecting and mixing any four dishes. Pick according to your personal preference from a variety of meat, seafood, salad and vegetables prepared meticulously in traditional Japanese cuisine style to combine and create your own original bento. With a wide range of Japan All Star finest ingredients such as the popular Japanese Wagyu from prefectures like Saga, Japanese Kurobuta from Kagoshima, Snow Crabs & Ikura Salomon roe from Hokkaido and Japanese rice from Niigata.



**A5 Sagagyu Katsu**



**Avocado Gratin**



**Hokkaido Potato Salad**



**Kagoshima Pork Tonkatsu**



**Snow Beef Croquette**



**Snow Beef Cube Steak**



### Snow Beef Hamburg with Ontama (Poached Egg)

GO-ZEN images can be downloaded from this [link](#)

### Zen-Noh Japanese Kyoho Grape and Shine Muscat



Japanese Kyoho Grape and Shine Muscat, rich in sugar and very juicy



### Granola with a barleycorn and brown rice from Kumamoto

No additive Granola. This includes barleycorn and brown rice (from Kumamoto), sugarcane (from Okinawa), Beet sugar (from Hokkaido), and rice-bran oil.

# ADiRECT



## Japanese Rice Milk

100% made from Japanese Rice. Lactose, Gluten, Additive and Sugar-FREE and naturally sweet Japanese rice.

## MEATLOVERS.COM.SG

### SAGA-GYU



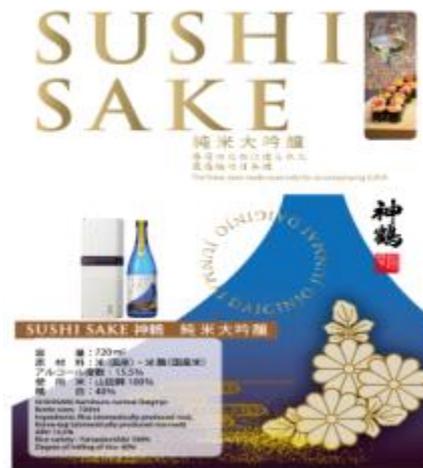
This beautifully marbled beef melts in your mouth. What distinguishes SAGA-GYU from other Wagyu is its tender texture, fine marbling and its distinctive bright red and white colour contrast.

## SAKE AND DRINKING VINEGAR



### WAGYU SAKU

Japanese sake suitable for grilled meat, sukiyaki and steak



### SUSHI SAKU

Japanese sake specially concocted to accompany sushi



SU+

Black vinegar drink, available in Apple, Blue Berry and Honey Lemon flavours

**SAKE COLLE japan**  
High quality Premier-Liqueur

sakura muromachi since 1688

3000000  
8.5 Proof  
Gold Medal

**JAPANESE PLUM SAKE**

This gorgeous plum sake, glowing in golden color, is produced by soaking locally grown green plums of the kojiro variety for over one year in the junmai sake made from omachi rice. With an abundance of fresh plum flavor, it allows you to enjoy sweetness, a touch of tart and rich aroma. Enjoy it on the rocks or chilled.

地元産産の契約栽培青梅(古町)を麹米の酒に1年以上漬け込んだうめ酒。黄金色したこの梅酒は、日本酒の旨味と梅の酸味(クエン酸)・香りがすばらしい。モニーを賞でております。ストレートやオンザロックなど冷たくしてご賞味ください。

500ml  
Degrees Proof: 8.5

MUROMACHI SHUZO CO., LTD

**SAKE COLLE japan**  
High quality Premier-Liqueur

sakura muromachi since 1688

**WHITE PEACH SAKE**

This liquor boasts a nectar-like sweet smell and the juicy flavor of ripened sweet white peaches. Shimizu white peaches harvested in local orchards are hand-peeled with special care and blended into Shochu. The texture of the white peach flesh dissolved into the liquor also gives you a delightful feeling in your mouth. Enjoy it on the rocks or chilled.

産地をベースに全国にも名高い(埼玉)赤松市特産「清水白桃」を漬け込んだ贅沢なお酒。果肉繊維が取り込んでおり、とろける食感と喉のせい香りが酸味が楽しめる。まさに本物の白桃酒です。ストレートやオンザロックなど冷たくしてご賞味ください。

500ml  
Degrees Proof: 8.2%

MUROMACHI SHUZO CO., LTD