



5 January 2019

National Heritage Board
61 Stamford Road
#03-08 Stamford Court
Singapore 178892

Attn: Ms Felicia Toh
Assistant Manager, Heritage Research and Assessment

Dear Felicia,

Eat Shop Play promotes the labour of love at Hawker Centres and encourage social movements. We provide a digital platform to give all hawkers in Singapore a digital presence, to find our favorite hawker food and to promote Singapore hawker culture. It has a website, a mobile APP and on social media. We also organise events and activities within the hawker centres. This project was initiated by our team in Crystal Horizon Pte Ltd who have been organizing events and activities in various neighborhoods in Singapore since 2009. The Eat Shop Play APP provides a comprehensive list of all 111 hawker centres, incorporating 6300 hawker stalls on this island. The website will lead you to explore different hawker centres and listen their amazing stories bring life to what is uniquely Singapore.

Over the years, we have been working closely with the retailers and hawkers to bring vibrancy to the neighborhood and we are always been touched by the community spirit of this group of people. There is an abundance of "Gotong Royong" which is associated with Singapore's past. Some of the hawkers go to great lengths to provide home cooked food to many individuals and families whom they have come to know over the years. They prepare the food with their hearts and love. It is conceivable that most of these stories have inadvertently been missed by the media and other groups.

For the past one year, we have met and spoken to thousands of our hawkers. They shared with us their stories and every story is different. We have seen the transformation of the hawker trade over the past 60 years and we also discovered the important roles of our hawkers during our nation building.

Hawker culture is not just about types of food, tastes of food, it includes the people who make all this happen. We have decided to ride on digital platforms to capture all these valuable insights and experiences to promote our hawker culture. We want to past it down from generation to generation.

We have initiated to celebrate the "Hawker's Day" every year with all our hawkers on the last Friday of March. We want to appreciate the hard work that hawkers have put into their food and recognize their contribution to the society.

We are very glad to see our government treasures this unique gem in our heartlands by nominating our Hawker Culture to be put forward to UNESCO for Heritage listing. We thank you for your effort on this nomination and wish you every success.

Regards,

Tan Puay Hoon and Nicole Lim
Team leaders of Eat Shop Play

ATTN: MS FELICIA TOH
ASSISTANT MANAGER
HERITAGE RESEARCH AND ASSESSMENT

NATIONAL HERITAGE BOARD
61 STAMFORD ROAD
#03-08 STAMFORD COURT
SINGAPORE 178892



KIM CHOO KUEH CHANG PTE LTD
60 JOO CHIAT PLACE, SINGAPORE 427784
[HTTPS://WWW.KIMCHOO.COM](https://www.kimchoo.com)

DATED: 24 OCTOBER 2018

LETTER OF SUPPORT FOR NOMINATION OF HAWKER CULTURE TO THE UNESCO REPRESENTATIVE LIST OF INTANGIBLE CULTURAL HERITAGE OF HUMANITY

As a heritage business that has been serving Singapore by producing traditional Nyonya rice dumplings and local Peranakan delights, Kim Choo Kueh Chang remains the mainstay in Singapore's epicurean tapestry since 1945. As we continue to venture towards modernity, we find it necessary to acknowledge that the hawker culture of Singapore is indeed a prodigious vigour that revitalises our multicultural existence in Southeast Asia.

This multi-generational dining environment, that we call hawker centres, are commonly seen across Singapore. We hope that our endorsement to support the nomination of hawker culture to the UNESCO Representative List of 'Intangible Cultural Heritage of Humanity' can help safeguard this important cultural heritage. As variations of hawker culture can be found in Southeast Asia, we hope that a successful listing can also encourage dialogue of our shared heritage in the region.

We hope that through this endorsement, we may ensure that our hawker lifestyle will remain important and affordable for many more generations to preserve. The hawker culture is indeed a unique space where local produce is maintained through the care of different stall owners within the confines of a hawker centre. Such care establishes an ecosystem that fosters trust and familiarity in strengthening a sense of belonging amongst ourselves.

We hope that the UNESCO will allow our hawker culture to be listed as an intangible cultural heritage, because it presents an opportunity to enhance the appreciation of hawker culture among communities in Singapore, as well as encourage dialogue and collaborations in Southeast Asia through a shared heritage found in the region.


EDMOND WONG
TOURISM & CSR DIRECTOR
KIM CHOO KUEH CHANG PTE LTD

The Singapore Hawker Food Culture- nomination for UNESCO Representative List of Intangible Cultural Heritage.

Dear Evaluation Body Members,

We are Makansutra, a company I created in 1997 dedicated to celebrating and promoting street food and hawker food culture of Singapore and the world. Over the past 21 years, we have developed business and academic interest in various platforms, from international and online TV hawker/street food shows, managing Food Courts and Market, published Food Guides in 5 countries, conducted Food Tours and the Makansutra Street Food Pro 360 course and we organised The World Street Food Congress in Singapore and the Philippines. The New York Times have called us the “food mavens” and CNN nicknamed Makansutra founder, KF Seetoh, “the guru of grub”. The late Anthony Bourdain, a huge supporter of world heritage street food culture, had appointed myself and Makansutra as consultants of his once planned mega Bourdain Market in New York.

Everything we do, is dedicated to the full realisation of the potentials of hawker food culture, especially in Singapore. This is a food culture that was naturally introduced to Singapore by the migrants that came over two hundred years ago and began a part of our food fabric today. The affinity Singapore have for it stems from the fact that this food heritage is the story of Singapore. People’s history and food culture is locked in the flavours we have in our hawker food. The 114 public hawker centres is a culinary space Singaporeans gather and flock for meals by default each day as it feeds them affordably. I understand one million meals a day are served at these hawkers centres alone and we are a nation of only 5.5 million people. The hawker centres provide jobs and entry level entrepreneurs and this culture is evolving, it grows with the expectations of the people and today we find not just heritage food like Malay, Chinese, Indian, Nonya, Eurasian, but a host of world flavours that Singaporeans love, including Japanese, Thai, Italian, American, Mexican etc. The food served in hawker centres are recipes passed down from generations and also created by hawkers back in the day, out of sheer determination to succeed in a new land. It is very inspiring to know they introduced flavours that resonate with all in the country. This passing on of skills in the family, is still practiced today.

We regard this as a tripartite culture because over the decades, it has become something safeguarded by the government (as they continue to upgrade and build more such centres), the people naturally supports it as it is convenient and cheaper than cooking at home. The industry that supports the business is huge and offers jobs for a big group. The meals provided here are reflective of the diaspora of migrant cultures of Singapore. A country as such that provides meaningful meals affordably is something we celebrate. There are no class or race divisions in a hawker centre. Blue, white collared, folks of all races and graces, the well-heeled and common class, devour happily there and it is truly a slice of the Singapore life.

It is my hope that this nomination of the “Hawker Culture of Singapore” to the UNESCO Representative List of Intangible Cultural Heritage would be successful as it will give people around the world a sense of pride for their heritage street food culture.

Yours sincerely

KF Seetoh

Founder, Makansutra www.makansutra.com

Creator and Curator, World Street Food Congress www.wsfcongress.com

**CONSENT AND SUPPORT FOR THE
NOMINATION OF HAWKER CULTURE OF SINGAPORE**

Name and Title of Representative: Quentin Pereira

Name of Organisation: Quentin's F&B (S) (Pte.) Ltd.

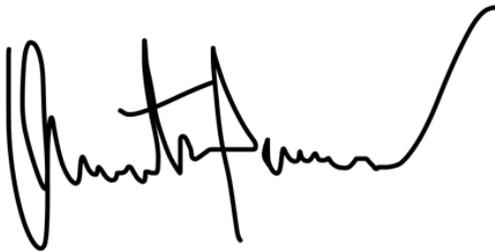
Address of Organisation: 139 Ceylon Road

Date: 23 October 2018

On behalf of our organisation, we indicate our free, prior and informed consent and support to the nomination of "Hawker Culture of Singapore" to UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Our organisation considers Hawker Culture to be an important intangible cultural heritage that resonates with the people of Singapore, and reflects the daily lives and multicultural identity of Singapore.

We consider it important to safeguard this intangible cultural heritage, and hope that it will receive recognition on the UNESCO Representative List.

A handwritten signature in black ink, appearing to read 'Quentin Pereira', with a large, sweeping flourish at the end.



National Heritage Board
61 Stamford Road
#03-08 Stamford Court
Singapore 178892

COOSFS001/18
26 December 2018

LETTER OF SUPPORT FOR SINGAPORE HAWKER CULTURE ONTO UNESCO HERITAGE LIST OF INTANGIBLE CULTURAL HERITAGE

SATS Food Solutions Group (FSG) has pledged our support as an organisation for the nomination of Hawker Culture onto the UNESCO's Representative List of Intangible Cultural Heritage (ICH).

SATS FSG is the largest home-grown food solutions provider in Singapore, and we have expertise in aviation, defence, healthcare, edu-care and commercial catering. Together with our vision of Feeding and Connecting Asia, we believe we will be able to continue to contribute positively with our culinary capability to support your initiative.

Being proudly Singaporean, SATS FSG has led in the following initiatives in creating awareness about Singaporean Hawker fare and culture to both local Singaporeans and overseas:-

- Supporting Singapore Day
 - Every year, Singapore Day (organised by Singapore Overseas Unit) travels to major cities around the world to bring to our Overseas Singaporean communities familiar sights, sounds and tastes. SATS FSG recognises the social cohesion this event brings to our fellow Singaporean overseas, and have our chefs and logistics team on board annually to support this event, recreating the familiar hawker culture for Singaporeans abroad.
- Creation of local signature Heritage Hawker dishes for inflight menus
 - Spending over the last 30 years perfecting the taste of Hawker dishes to be uplifted in the air, SATS FSG has a strong repertoire of such dishes for both local and overseas airlines to choose from. This makes it very accessible for local carriers to provide comfort food and memory of the Hawker culture to fellow Singaporeans onboard. It also allows foreign carriers to have a choice of such menu to let their passengers experience a piece of Hawker fare when flying out of Singapore.

COOSFS001/18
26 December 2018

- Collaboration with the Singapore Chefs Association (SCA) – Singapore National Culinary Team to promote local dialect fare, which some are represented in Singapore hawker centres
 - SCA is a non-profit organisation with the objective of being the voice representing chefs working in Singapore in various engagements with the local community, government and fellow food and beverage associations.
 - SATS FSG collaborated with SCA's Singapore National Culinary Team where both teams of chefs developed a suite of local dialect fare with recipes inspired by previous generations and their favourite childhood hawker fare

- Collaboration with Singapore Airlines in representing the Singaporean cuisine in the "Street Food Festival" organised by the Onboard Hospitality Asia (OHA) Expo 2018
 - The "Street Food Festival" held on 13th and 14th November 2018 is a showcase organised by OHA Expo 2018 to share at an international platform the various Asian countries' street food and local delights.
 - SATS SFG and Singapore Airlines, representing Singapore, showcased some well-known hawker dishes at the expo, to create awareness of the hawker food and culture to the international delegates.

As a Singaporean company specialising in food, SATS FSG recognises that hawker dishes with its very distinctive style is an important aspect to the culture of Singapore and integral part of its cuisine.

Through concerted efforts of SATS FSG and other like-minded organisations' initiatives, we hope more people in Singapore and around the world will recognize the value and importance of Hawker Culture and we wish the National Heritage Board success in your nomination effort of the Hawker Culture onto the UNESCO's Representative List of Intangible Cultural Heritage (ICH).

Yours Sincerely,



Goh Siang Han
Chief Operating Officer
SATS Food Solutions Group
Tel : 65 65418013

11 February 2019

Dear Sir / Madam

**CONSENT AND SUPPORT FOR THE NOMINATION OF HAWKER CULTURE IN
SINGAPORE**

Select Group has been the leading food service provider to people from all walks of life in Singapore for more than 25 years.

With extensive experience in the F&B industry, Select Group has established a substantial brand presence in events catering and institutional catering, as well as Chinese dining, food retail, fast food and themed food courts in Singapore.

We believe in preserving the hawker culture in Singapore as it is an integral part of our society as we pass down the traditions of Singapore to our future generation through the food we serve. With that belief, we have established Chinatown Food Street.

Located on Smith Street in the heart of Chinatown, the revitalised Chinatown Food Street seeks to create the most authentic Singapore dining experience for locals and tourists alike. From a tantalising plate of Char Kway Teow, to sticks of mouthwatering Satays, Chinatown Food Street offers a diverse spread of local delights, with iconic food from local cultures all represented on one street.

Chinatown Food Street has organized its award-winning “The 50 Cents Fest” event for 3 consecutive years celebrating the diversity and rich multi-cultural heritage through the many facets of local food and their story through a different themed each year.

Through the events organized and the food served, we hope to be part of the efforts to preserve the unique dining culture in Singapore. It is also a place for families to gather and dine as well as a way for tourists to understand the unique culture of Singapore.

We believe the recognition of our Hawker Culture as an intangible cultural heritage on the Representative List will continue to allow this culture to be witnessed by the many generations to come.

On behalf of the management and staff of Select Group Pte Ltd, we sincerely hope that the "Hawker Culture in Singapore" will be successfully inscribed to the Representative List of the Intangible Cultural Heritage of Humanity.

Thank you.

Yours Sincerely



Vincent Tan (Mr)
Managing Director
Select Group Pte Ltd



新加坡食品廠商聯合會

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION

9 Jurong Town Hall Road, #04-13, Singapore 609431 Tel: (65) 6221 2438 Fax: (65) 6223 7235

Email: enquiries@sfma.org.sg Website: www.sfma.org.sg

30 January 2019

National Heritage Board
61 Stamford Road
#03-08 Stamford Court
Singapore 178892

Re: Support for UNESCO Nomination of Singapore's Hawker Culture

Dear Ministry,

The Singapore Food Manufacturers' Association (SFMA) is a professional and active trade association established in 1967 by a small group of like-minded local food manufacturers with the purpose of developing and promoting Singapore's food manufacturing industry.

Today, SFMA has more than 460 members and the association has championed several industry initiatives, such as the Singapore Food Expo, Food Innovation Product Award and Singapore Food Gifts initiative, under the Food Manufacturing Industry Transformation Map to develop Singapore as the leading food and nutrition hub.

The food industry remains as one of the key supporting pillars driving the growth of the Singapore economy. In 2017, the food manufacturing industry contributed S\$4.3 billion to Singapore's GDP, roughly 1.1%, and employed over 48,000 workers.

Singapore's Hawker Culture & Unique Identity

Our national identity: Our food manufacturers supply raw materials and fresh ingredients to our Singapore hawkers to prepare local delicacies such as chilli crab, chicken rice, laksa and bak kut teh. The collaboration between the food manufacturers and food service players have helped to position Singapore as a food heaven, offering a wide range of cuisines and tantalising food to Singaporeans and tourists all around the world.

Our Singapore hawkers, young and old, take pride in creating and preparing the local favourites with recipes passed down from several generations, and re-inventing menus to cater to a wider target audience. Not only is Singapore's hawker food well-loved by locals, Michelin-star chef - Gordon Ramsay had challenged our hawkers and re-created his version of Singapore's chilli crab, chicken rice and laksa.

Our community dining rooms: A survey conducted by the National Environment Agency in 2016 revealed that 75% of respondents visited the hawker centre as least once a week. Often, we can spot fellow Singaporeans dining at hawker centres for affordable food with a multi-culturalism aspect. Hawker centres are indeed Singapore's "community dining rooms"





新加坡食品廠商聯合會

SINGAPORE FOOD MANUFACTURERS' ASSOCIATION

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Email: enquiries@sfma.org.sg Website: www.sfma.org.sg

because this is where Singaporeans, regardless of race and background, come together at one place to share an affordable plate of popiah, satay or roti prata.

Affordable and good: Many people do not know that the world's cheapest Michelin-star meal can be found on the little red dot. Two of Singapore's hawkers have earned the 1 Michelin star for its soya sauce chicken rice and pork noodles. These hawker dishes can be purchased for as low as S\$2!

Going Global: The food industry has built a strong reputation for food quality and safety, with a diversified base of food manufacturers exporting more than 50% of their output to countries all over the world. Many of Singapore's food products such as beverages, sauces, pastes, noodles, snacks and confectionary are sold in South-East Asia, Japan, Middle East, China, India, US and Europe. SFMA has worked with Enterprise Singapore and the Singapore Tourism Board to organise Singapore Day and overseas supermarket promotions to spread the taste of Singapore to the rest of the world.

For all these reasons, we consider it important and strongly support the nomination of Singapore's Hawker Culture to the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity.

Yours sincerely,

Mr David Tan
President
Singapore Food Manufacturers' Association





28 NOV 2018

Ms Felicia Toh, Assistant Manager
Heritage Research & Assessment
National Heritage Board
61 Stamford Road
#03-08 Stamford Court
Singapore 178892

Dear Ms Toh,

Support for the Nomination of Hawker Culture of Singapore to the UNESCO Representative List of Intangible Cultural Heritage

Tu Tu Kueh ("cake") is a special local traditional delicacy of Singapore and many Singaporeans grew up eating this. The name "Tu Tu" came from the sound of an old steaming equipment once used for making Tu Tu Kueh. Our grandfather, *Mr Tan Yong Fa (also known as Tan Eng Huat)* is one of the early founders of Tu Tu Kueh and he had been credited for popularising this delicacy in Singapore.

In the early days, Tu Tu Kuehs were sold on the streets in a mobile cart. Back then the business was subjected to rain and shine. Since early 1970s it was moved to a dedicated stall at the Hawker Centre in Havelock Road. For almost 50 years, the preparation of ingredients, making and selling of Tu Tu Kuehs were carried out at this hawker centre, and passed down from generation to generation.

Through the years, the hawker centre has become a multicultural platform easily accessible by different races from all walks of life. They would gather to enjoy good local food, share interesting cultures and even make new friends. Many long time customers of ours have also become our friends too. Slowly, we got to know not only each other but also our families and friends too!

With this support, we sincerely hope that the nomination of Hawker Culture of Singapore is successful and more people in Singapore and around the world will recognise the importance of Hawker Culture towards building an inclusive and cohesive society not commonly seen in other countries.

Thank you and best wishes.

Warm regards,
Jacky Tan B P (Mr)
3rd Generation of Tan's Tu Tu Coconut Cake

Cc. Tan Bee Hua (MS), 2nd Generation of Tan's Tu Tu Coconut Cake

Foodstall: 22B Havelock Road, Havelock Cooked Food Centre, #01-25, Singapore 162022
Mailing address: 640 Choa Chu Kang Street 64, #13-03, Singapore 680640
Email: tans.tutu@gmail.com

4 January 2019

Ya Kun International
237 Alexandra Road
#03-09
Singapore 159929
Singapore
www.yakun.com

To Whom it may concern:

Dear Sir/Madam,

This year, Ya Kun Kaya Toast Coffee stall will celebrate our 75th Anniversary and an integral part of our journey is our origin. Our founder, and my grandfather, Mr Loi Ah Koon started his very first coffee stall in a hawker center in Telok Ayer Basin in 1944. His humble store sold Robusta coffee, soft-boiled eggs and kaya toast, kaya being a coconut jam that is very popular in South East Asia. Today, Ya Kun Kaya Toast is in 9 countries with over 120 stores.

Through the years, 2 things have not changed – Our menu and our culture. Our menu, whether in Singapore, Indonesia, Hong Kong or any outlet in the world still promotes our core products of coffee, eggs and kaya toast. This is because we believe in the rich heritage and narrative of our business which had its humble origins.

Maintaining the culture and essence of the original hawker culture in our modernized business model today has been trickier but a much-needed exercise. A coffeeshop, much like a hawker center, has to be welcoming, accessible and inclusive. As a brand, we have studied the hawker culture closely and extracted elements of the culture to be implemented at our stores to provide our customers with the fragrance and reminisce of our hawker culture.

The reason why I had to share about the history of my business is because Ya Kun was built on one stall branching out from the hawker center, taking its limited menu and building itself into a regional brand. While our menu is limited, our seating capacity is small and our community engagement is limited, our hawker centers are just the opposite! With a menu offering that caters to the various cultures and cravings of customers and a large seating capacity, hawker centers are the epicenters of each neighbourhood. The essence of community and inclusivity is very much present when customers chat while waiting in line or gather beverage

options so that one representative trudges to the drink stall, only to return with a tray of 5 different kinds of drinks.

As a business, we have always strived to attain to the level of community and unity that the hawker culture possessed. That is why as a business owner, youth, citizen and someone who feels deeply about safeguarding our hawker culture and way of life, I support the nomination of the 'Hawker Culture of Singapore' to the UNESCO Representative List of Intangible Cultural Heritage.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jeshar Loi', is centered on the page.

Jeshar Loi
Director, Branding and Market Development
Ya Kun International