



## Singapore Food Festival 2025 Ignites the Island with Signature Events and Experiential Pop-Ups

*Celebrate the flavours of Singapore through immersive experiences, feasting and heritage stories.*



**SINGAPORE, 14 August 2025** – Under the theme “*Have You Eaten Yet?*”, the **Singapore Food Festival (SFF)** returns for its 32nd edition from **4 to 24 September 2025**, celebrating everyday care and connection through food.

Anchoring the festival are three annual Signature Events – **Food is Art**, **The Long Table**, and **Future Food**. Each of the signature events showcases Singapore’s rich culinary heritage, creativity, and forward-thinking spirit. This islandwide celebration continues with a diverse line-up of experiences that bring the festival’s flavours to every corner of the city, including the **Food Truck City Tours** and flavour-packed experiences and events at **Mise en Place @ Dempsey Hill**.

“The Singapore Food Festival is more than just a celebration of food – it is a tribute to the connections formed over meals, the traditions we pass down and the innovations that continue to shape our culinary culture,” said **Mr Blake Harris, Festival Director & Managing Director of Blake Harris Entertainment (BHE)**. “We’re proud to curate experiences that go beyond great food, from our three signature events that celebrate the people, stories and creativity behind Singapore’s vibrant culinary scene, to the Food Truck City Tours that bring local flavours to the streets.”



## **Food is Art: A Celebration of Gastronomy As The Ultimate Multi-Sensory Muse**

Opening the signature event series is **Food is Art**, happening on **5 and 6 September from 6pm till late** at one of Singapore's trendiest hotspots in the heart of the city, with location details to be announced.



Anchored by the imaginative genius of celebrity dessert chef **Adriano Zumbo**, along with **Grand Copthorne Waterfront Hotel Singapore's** award-winning **Pastry Chef Goh Dah Liang**, and brought to life under the creative direction of fashion curator **Daniel Boey**, Food is Art invites everyone into a dynamic space where food intersects with fashion, design and music.

Guests will discover fantastical desserts that challenge expectations alongside sculptural food artworks crafted by local creatives. The immersive experience extends to bespoke cocktails crafted by renowned mixologists and curated tastings of wine, sake, coffee and whisky guided by expert sommeliers and baristas. Additionally, The Art Lounge at Food is Art serves as the social heart of the evening – a refined, industrial-chic space where tastemakers, creatives and culinary connoisseurs come together to connect. It offers a space for reflection, discourse and appreciation of everything they are immersed within, be it fine wine, artisanal canapés, or crafted cocktails.

Guests can also expect innovative desserts, couture-inspired canapés, sonic lounges and intimate conversations with Singapore's leading culinary and creative talents. **Yung Raja**, a Singaporean breakthrough artist and pioneer of bilingual rap reshaping Southeast Asian



hip-hop, will fuse his fashion and music in a special event featuring a dessert collaboration with Chef Adriano Zumbo. Get ready for an electrifying live performance as he showcases his clothing line and kicks off the event with unmatched energy.

As part of its commitment to celebrating local talent and embracing food in all its forms, SFF 2025 will be supporting **The Chef** – a graphic novel created by a team of home-grown artistes at DripDraw Studios, reflecting Singapore’s hawker culture through the story of a young boy’s journey to becoming a chef. Its vibrant art style broadens the festival’s appeal to younger audiences and highlights Food is Art’s blend of tradition and pop culture, alongside Chef Zumbo’s creative flair.

To help bring the project to life, SFF 2025 is rallying support to raise funds for its eventual publication. Debuting exclusively at SFF 2025, the project offers attendees the unique opportunity to be the first to experience and engage with this compelling story before it is shared with the wider public. Festival-goers are encouraged to contribute and help bring this innovative story to life across festival content and venues. *Find out more about **The Chef** [here](#).*

### **The Long Table: A Celebration of Heritage, Hospitality and Culinary Craftsmanship**



Marking one of the most anticipated culinary highlights of SFF 2025, **The Long Table** takes place on **12 and 13 September from 6pm onwards** at the **Grand Ballroom of InterContinental Singapore**. As the proud Heritage Anchor Partner of the festival, **IHG Hotels & Resorts** brings together **five outstanding chefs** from their distinguished hotels –



**Holiday Inn Singapore Atrium, Crowne Plaza Changi Airport, Hotel Indigo Singapore Katong, InterContinental Singapore, and voco Orchard Singapore**, each contributing a unique course to a diverse five-course menu.

The dinner celebrates Singapore's rich culinary heritage and the unique stories behind each dish, welcoming over 264 guests per night to share in this unforgettable feast. Led by a team of talented chefs – including SFF 2025's Heritage Cuisine Ambassador Chef Damian D'Silva, who will present a specially crafted course – the event showcases a diverse array of flavours and culinary traditions.

More than a meal, *The Long Table* is a heartfelt tribute to community and culture, blending exquisite cuisine with emotive storytelling.

**Executive Chef Chua Yew Hock** from Holiday Inn Singapore Atrium will whet the palate with an amuse-bouche of *Mussel Otak Otak* – a modern take on the classic local dish to awaken the palate before the meal begins. Guests will then be greeted with a *Vitello Tonnato* by **Executive Chef Stefano Sanna** from Crowne Plaza Changi Airport, followed by a hot appetiser created exclusively by **Chef Damian D'Silva** for The Long Table, bringing his signature touch to the table. The soup course features a bold *Assam Laksa with Seared Halibut* curated by **Head Chef Huang Jiaying** from Hotel Indigo Singapore Katong.

For the main course, diners can choose between a *Buah Keluak Chicken Roulade with Black Truffle* or an *Oven Baked Sustainable Barramundi with Singapore Chilli Crab Sauce*, both crafted by **Executive Chef Kenny Chung** from InterContinental Singapore. Wrap up the evening with a sweet, tangy finale that captures local flavours with flair – *Coconut Pandan Calamansi Ombre* created by **Executive Chef Dean Bush** from voco Orchard Singapore.

Throughout the night, participants can look forward to theatrical flair and evocative storytelling. Complementing the dinner is **The Heritage Bar**, an exclusive cocktail experience where mixologists reinterpret classic heritage drinks alongside inventive modern creations.

## Future Food: Menu 2035 – A Taste of Things to Come



One of SFF 2025's boldest signature experiences, **Future Food** takes place on **19 and 20 September** from **6pm onwards** at the stunning **SKAI Loft, Swissôtel The Stamford Singapore**, 72 floors above the city skyline.

This immersive experience dares to ask: *What will be on our plates ten years from now?* Powered by Singapore's most exciting food tech innovators, sustainability startups, and visionary chefs, *Future Food* presents a dramatic showcase of culinary evolution from **lab-grown meats** and **climate-resilient crops** to **hyper-personalised nutrition** and **alternative proteins, zero waste menus**. Patrons will journey through experimental tastings, molecular gastronomy demonstrations and boundary-pushing dishes that imagine the future of flavour, form, and function – all while celebrating the breakthroughs being pioneered locally today.

Set against the sleek, futuristic backdrop of SKAI Loft with panoramic skyline views and state-of-the-art audiovisual technology, the event enchants diners in a visionary space crafted for impact. Curated around the concept of Tomorrow's Table, the Future Food showcase will feature two acclaimed talents from **Fairmont Singapore** and **Swissôtel The Stamford** – **Executive Chef Roy Vun Yian Ping**, crowned Best Executive Chef of the Year, and **Executive Pastry Chef Yong Ming Choong**, named Best Pastry Chef of the Year at the SCA Culinary Excellence Awards 2025. Central to the event is the **Liquid Lab**, a cocktail theatre where Singapore's most progressive mixologists craft multi-sensory drinks featuring **edible vapour, glow-in-the-dark ingredients** and **AI-calibrated pairings**. Far from a



simple tasting, *Future Food* sparks conversation, expands horizons and deepens appreciation for Singapore's role in shaping global culinary futures.

*More details of the Festival's three Signature Events can be found in the Appendix.*

### **Experience SFF 2025 Across Singapore**

Beyond the three *Signature Events*, SFF 2025 continues to thrill with **island wide pop-ups** that bring the festival's spirit directly to the streets and heartlands.

### **Food Truck City Tours**

Bringing the flavours of Singapore directly to the streets, the **Food Truck City Tours** is a roving pop-up with pit stops at some of the country's busiest locations starting from **18 August to 14 September 2025**.



From late-night supper haunts to bustling lunch spots and family-friendly weekend hangouts, these mobile culinary stations make it easier than ever to savour the essence of SFF 2025. Locations include **Ocean Financial Centre, Keppel South Central, Downtown East @ Pasir Ris, and Geneo, Singapore Science Park** – your next taste adventure could be just around the corner.

Featured vendors bring unique twists to local flavours on wheels, with highlight dishes crafted by chefs from **IHG hotels** in Singapore such as *Lasooni Chicken Tikka, Salted Egg Yolk Chicken Taco, Singapore Laksa with Baby Abalone, Tiger Prawn Massaman Curry, and Wagyu Beef Rendang*. **The Maha Co by Yung Raja** serves up bold Indian-Singaporean



fusion *Dosa Tacos* which come in flavours like *Lamb Rendang* and *Masala Prawn*, along with rice bowls, fries and wings. Crowd favourite **Hello Arigato** is also serving up its popular Japanese fusion bites, featuring the SG60-exclusive *Singapore Satay Sando* and SFF 2025-exclusives *Nyonya Pandan Cloud* and *Matcha Pandan Cloud*, alongside its well-loved *Yakiniku Gyu Sando* and *Tamago Sando*.

As a tribute to SG60 Feast and Celebration, SFF 2025 will be transforming the arrival plaza of Keppel South Central into a **Food Truck Park** from **23 August to 3 September** – an outdoor festival where diverse F&B talents come together to share their stories through food. Conveniently located at the crossroads of Tanjong Pagar, Chinatown, and Everton Park, it's the perfect pitstop for nearby office workers and anyone in town looking for a delicious break beyond the 9-to-5.

At selected stops like Downtown East @ Pasir Ris, wine lovers can also enjoy premium pours at special Festival-exclusive prices with NTUC Club's My Wine & Dine Kaki (MWDK), and sign up to enjoy exclusive workshops and food-and-wine pairing experiences.

### **Mise en Place @ Dempsey Hill: A Home to SFF 2025**

Nestled within the lush greenery of Dempsey Hill, **Mise en Place @ Dempsey Hill**, presented by **HSBC** as the **Official Bank Partner**, is the beating heart of SFF 2025. A refined yet welcoming space, **Mise en Place** is designed to elevate the festival experience across multiple dimensions.





Open to the public from **4 to 24 September**, this immersive hospitality hub is a first-of-its-kind venue that functions as a **VIP and media lounge**, a **premium events pop-up**, and an **all-day café** and **SFF 2025 experience centre**.

Headlining the venue is **Zumbo Desserts**, where Australian patissier and global dessert icon **Chef Adriano Zumbo** unveils his whimsical creations in his Singapore and Asia debut. In collaboration with **Chef Goh Dah Liang**, the Pastry Chef at Grand Copthorne Waterfront Hotel Singapore, Chef Zumbo will present a collection of desserts crafted specially for SFF 2025, available only at Mise en Place and Grand Copthorne Waterfront Hotel Singapore.

Asian smokehouse **Blue Smoke**, helmed by **Chef Ivan Yeo**, will also be bringing a select menu of their most-loved favourites and exclusive dishes created for SFF 2025 to Mise en Place. This showcase blends bold profiles with inventive interpretations of Singapore's diverse culinary heritage, and promises to deliver a dining experience that is both familiar and exciting.

Adding on to the immersive experience at Mise en Place, a feature wall by **Gastrogeography of Singapore** offers a reflective exploration of the edible landscape in Singapore. This art installation features over 100 edible plant species found in the vicinity of Dempsey Hill and the surrounding areas, in a juxtaposed display of botanical specimens in glass bottles. By spotlighting the deep connections between plants, place and palate, the installation echoes SFF's commitment to honouring heritage, sparking reflection, and telling meaningful stories through food.

"This partnership builds on our existing collaboration with Singapore Tourism Board to showcase the distinctive charms of the historic Dempsey precinct on the global stage, and elevate Dempsey's profile as a premier international dining destination of choice. Dempsey Hill, with its rich history and charm, provides an ideal backdrop for everyone to experience the unique culinary offerings curated at SFF 2025," said **Nadeesha Senaratne, Head of Retail Products, HSBC Singapore**.

As the Official Bank Partner of Mise en Place @ Dempsey Hill, all HSBC cardholders get to enjoy 10% off all items at Mise en Place (including food, drinks and merchandise) and up to 20% off events held at Mise en Place.



### **What to expect in September – Unique events**

Beyond the immersive experiences at Mise en Place, **September lights up with a lineup of bold heritage programmes and fresh food innovations.** From 4 to 24 September, every Friday to Sunday, join **A Taste Of Time: The Legacy Of Singapore’s Multicultural Hawker Centres** – a guided journey through the storied halls of Chinatown Complex where every stall holds a chapter of Singapore’s living food heritage. This special tour uncovers rich traditions passed down through generations of hawkers, sharing fascinating trivia about the hawker culture, and culminates with a welcome drink crafted exclusively for guests at the rooftop urban farm.

Sip stylish cocktails at **The Art of the Mix** at Mise en Place, and fire up your taste buds with smoky delights at **Riverside Feast: The Seafood & Spice Chronicles**, held at Grand Copthorne Waterfront Hotel along the scenic Riverfront Promenade. Go green with **Farm-to-Table Reimagined**, spotlighting urban farms and eco-conscious chefs, before indulging in **Chef Petrina Loh’s Green to Gourmet brunch**. Whether you crave tradition, creativity, or sustainability, SFF 2025 serves unforgettable flavours for every palate.

“This year’s Singapore Food Festival brings an exciting array of hands-on experiences that invite everyone to dive deeper into our food culture. As we celebrate SG60, this edition of SFF honours our rich culinary heritage while showcasing the innovative spirit that defines our gastronomic landscape,” said **Ms Guo Teyi, Director, Leisure Events, Singapore Tourism Board**. “What makes SFF 2025 special is how we are transforming spaces into discovery points where visitors not just taste, but also actively participate in creating our food heritage. Through these immersive experiences, we are strengthening Singapore’s position as Asia’s leading culinary capital, where food continues to be a powerful way to bring communities together.”

With something for every palate and passion, Singapore Food Festival 2025 invites everyone to come hungry. Whether through ground-breaking gastronomic showcases, nostalgic heritage trails, or lively pop-up feasts, this year’s festival is a celebration of how food unites, uplifts and evolves with us.

So, *have you eaten yet?*



Secure your spot at these exciting experiences – Tickets for the SFF 2025's Signature Events will be available soon at the respective links below:

- **The Long Table:** <https://singaporefoodfestival.com/event/the-long-table-2025/>
- **Food is Art:** <https://singaporefoodfestival.com/event/food-is-art-2025/>
- **Future Food:** <https://singaporefoodfestival.com/event/future-food-2025/>

For the latest updates and to explore all that the festival has to offer, visit SFF 2025's official [website](#) and social platforms ([Instagram](#), [Facebook](#), and [TikTok](#)).

**Note to Editors:** Please refer to Appendix A at the end of this press release for a list of schedules of the upcoming events.

- END -

### **About Singapore Food Festival (SFF)**

The Singapore Food Festival is the nation's Most Significant Gastronomic Showcase, showcasing the vibrant and diverse food culture that defines Singapore. Now in its 32nd edition, SFF 2025 brings together local and international chefs, food innovators, and food lovers to experience the rich flavours, traditions, and innovations that make Singapore a global food destination. Through a dynamic mix of signature events, pop-up experiences, and unique culinary showcases, SFF 2025 highlights the best of Singapore's food scene, from heritage street food to cutting-edge culinary trends. Every year, the festival offers an immersive celebration that honours the past, embraces the present, and envisions the future of food in Singapore.

### **Website**

<https://singaporefoodfestival.com/>

### **Social Media**

Instagram: [@singaporefoodfestival](#)

Facebook: [Singapore Food Festival](#)

Tiktok: [@singaporefoodfestival](#)

**For media enquiries and further information, please contact:** [sff@madhat.asia](mailto:sff@madhat.asia)



## Appendix A: Singapore Food Festival 2025 Events at a Glance

Events	Dates	Location(s)	Description
<b>Signature Event:</b> Food is Art	5 and 6 Sep 2025	<i>Look out for venue announcement soon!</i>	A multi-sensory experience where chefs and artists collaborate to turn food into art.
<b>Signature Event:</b> The Long Table	12 and 13 Sep 2025	Grand Ballroom, InterContinental Singapore	A massive communal dining event bringing together people, chefs and stories in a celebration of kampung spirit.
<b>Signature Event:</b> Future Food	19 and 20 Sep 2025	SKAI Loft, Swissotel Singapore	A cutting-edge showcase of what's next in Singapore's food future — sustainability, innovation, and tech.
<b>Mise en Place @ Dempsey Hill</b>	4 to 24 September	Mise en Place @ Dempsey Hill	Home to SFF 2025, Mise En Place features exclusive events, a public café, and VIP lounge. Highlights include Adriano Zumbo's Singapore debut and a unique edible plant art installation by Gastrogeography of Singapore.
<b>Food Truck City Tours</b>	18 Aug to 14 Sep 2025 <i>*Selected dates only</i>	Ocean Financial Centre, Keppel South Central, Downtown East @ Pasir Ris, and Geneo Singapore Science Park	A roving pop-up initiative with food trucks serving both traditional and contemporary flavours at various locations in Singapore.  Keppel South Central will be the heart of SFF Food Truck Park – an outdoor festival where diverse F&B talents come together to share their stories through food.



## Appendix B: List of Participating Chefs

Event(s)	Name	Title / Restaurant	Description
Food is Art, Mise en Place	<b>Chef Adriano Zumbo</b>	Australian patissier	Globally renowned Australian patissier Chef Adriano Zumbo is known for his bold creativity and imaginative desserts. Chef Zumbo rose to fame on MasterChef Australia and later starred in Netflix's Zumbo's Just Desserts. At SFF 2025, Chef Zumbo will make his Asia debut with an exclusive showcase of pastries, cakes and confections created specially for the festival — offering a rare taste of his fantastical dessert world.
Food is Art, Mise en Place	<b>Chef Goh Dah Liang</b>	Pastry Chef at Grand Copthorne Waterfront Hotel Singapore	Chef Goh Dah Liang comes with over 15 years' experience in luxury hotel pastry kitchens, including Sheraton, InterContinental, The Westin, and Pan Pacific. Awarded Most Outstanding Pastry Chef at Food & Hotel Malaysia and multiple pastry competition medals, he leads innovative dessert creations and seasonal menus. Known for his refined local-Western fusion, Chef Goh blends Southeast Asian ingredients like pandan, gula melaka, and durian with classic European techniques to craft sophisticated, culturally inspired desserts.
The Long Table	<b>Chef Chua Yew Hock</b>	Executive Chef of Holiday Ann Singapore Atrium	Chef Chua Yew Hock brings with him more than 30 years of culinary experience, and will be leading the team at Atrium Restaurant, Holiday Ann Singapore Atrium's all-day dining restaurant, as one of the preferred restaurants in Singapore.
The Long Table	<b>Chef Stefano Sanna</b>	Executive Chef of Crowne Plaza Changi Airport	Executive Chef Stefano Sanna takes the helm of Allora Ristorante & Bar, which opened at Crowne Plaza Changi Airport in January 2024. The Italian native, who has over a decade of culinary experience, brings a lifelong passion for connecting people from around the world through culinary experiences.
The Long Table,	<b>Chef Damian D'Silva</b>	SFF 2025's Heritage Cuisine Ambassador	Chef Damian D'Silva, known as the 'grandfather of heritage cuisine', has spent his career safeguarding and reviving forgotten flavours, championing recipes passed down through generations. As the anchor for the SFF Heritage Food Trails, Chef Damian will curate and guide festival-goers on an eye opening journey through the heart of Singapore's most storied food districts
The Long Table	<b>Chef Huang Jiaxing</b>	Head Chef at Baba Chews, Hotel Indigo Singapore Katong	Chef Huang Jiaxing brings a deep passion for bold and comforting flavours inspired by his childhood memories of his father's Sunday feasts, featuring dishes like Singapore Chili Crab and Cantonese-style Steamed Fish.



The Long Table	<b>Chef Kenny Chung</b>	Executive Chef of InterContinental Singapore	Chef Kenny Chung oversees the luxury heritage hotel's culinary operations and plays an integral role in the upkeep and driving of the hotel as a dining destination with its award-winning restaurants and bars, namely LUCE, Man Fu Yuan, Kenny brings with him over 20 years of culinary and catering experience across varied cuisines, including French fine dining, Mediterranean, European cuisine as well as Steakhouse concept with knowledge of Asian and Indian Cuisine.
The Long Table	<b>Chef Dean Bush</b>	Executive Chef of voco Orchard Singapore	With over twenty-five years of experience under his belt across the United Kingdom and Singapore in the hospitality and Food & Beverage sphere, Chef Dean honed his craft across various luxury properties like The Savoy Group Resorts & Hotels, Hand Picked Hotels, Hotel du Vin and OXO Tower Restaurant during his time in London and Kent.
Future Food	<b>Chef Roy Yun Yian Ping</b>	Executive Chef of Fairmont Singapore and Swissôtel The Stamford	With over 20 years of experience, Chef Yun Yian Ping oversees the culinary operations of 12 restaurants and bars, as well as Raffles City Convention Centre, where he leads innovation, sustainability, and operational excellence across the hotels' kitchens.
Future Food	<b>Chef Yong Ming Choong</b>	Executive Pastry Chef of Fairmont Singapore and Swissôtel The Stamford	Chef Yong Ming Choong brings over three decades of specialised pastry experience to his role. He has led a team of more than 20 pastry chefs across an extensive culinary operation encompassing 12 restaurants and bars, including the award-winning JAAN by Kirk Westaway, SKAI, and CLOVE.



### Appendix C: List of Participating Personalities

Event(s)	Name	Title / Restaurant	Description
Food is Art, Mise en Place	<b>Daniel Boey</b>	Creative director, fashion show producer	Daniel Boey is a celebrated Singaporean fashion visionary, best known for his boundary-pushing creativity and influence on the region's fashion scene. With a career spanning over three decades, he has curated and directed countless high-profile fashion events across Asia, and is widely regarded as the "Godfather of Singapore Fashion." Beyond the runway, Daniel is also an author, creative consultant and television personality, having appeared as a judge on Asia's Next Top Model. At SFF 2025, Daniel brings his signature flair to the festival with a multisensory fashion-meets-food showcase — reimagining the art of dining through the lens of design and style.
Food is Art, Food Truck City Tours	<b>Yung Raja</b>	Singaporean rapper and songwriter. Co-founder of The Maha Co	Yung Raja is a Singaporean breakthrough artist reshaping the landscape of Southeast Asian Hip-Hop, a pioneer of bilingual rap. He is also the co-founder of The Maha Co, a strong advocate of active lifestyle and aims to promote healthier living through The Maha Co.