

press release

Resorts World Sentosa helps 2,400 families in need gain better access to fresh and nutritious food while supporting local farms

Since March 2023, RWS' donation of fresh produce to Food from the Heart has encouraged households under its care to redeem four times more vegetables and eggs across its four shop-for-free minimarts



RWS staff volunteers accompanying Mdm Rosninah's family to select fresh and nutritious food items at the Community Shop in Boon Lay

SINGAPORE, 4 September 2023 – Resorts World Sentosa (RWS, 圣淘沙名胜世界) has joined forces with Food from the Heart (FFTH, 善粮社) to launch the **RWS Eat Well @ Community Shop** initiative, to improve access to fresh and nutritious food for lower-income families. Under the initiative, the integrated resort will contribute S\$300,000 to fund the supplies of fresh produce to all four FFTH Community Shops over three years. These shop-for-free minimarts, situated in Boon Lay, Lengkok Bahru, Mountbatten, and Punggol, cater to 2,400 lower-income families across the island.

The collaboration comes timely following FFTH's dipstick survey that revealed more families have adapted their grocery shopping strategies to cope with higher living costs. Among such strategies

was opting only for food with a longer shelf life. This, however, comes at the expense of balanced nutrition, with the food charity witnessing a mere five per cent redemption of fresh food category across its four Community Shops early last year.

To address these challenges, the initiative will supply the Community Shops with fresh produce including Chinese Cabbage (*Xiao Bai Cai*), Spinach, Chinese Broccoli (*Kailan*) and Endives, as well as eggs. These high-quality fresh supplies come from farms in Singapore. Every household served by the Community Shops can now select two additional items from the fresh food category every month for free, complementing the existing 12 essential non-perishable food items that each household is entitled to.

The initiative under RWS Cares, its community development arm, is part of the integrated resort's ongoing efforts to contribute back to the community. Ms Loh Su Kim, Senior Vice President of Attractions and Sustainability at RWS (罗淑琴, 景点与永续发展高级副总裁, 圣淘沙名胜世界), shared: "The initiative addresses two key focuses that are in line with our community development efforts. First, we hope to foster healthier eating habits among vulnerable groups by helping them to get better access to fresh and nutritious food. Second, we endeavour to support our local farming community by purchasing supplies from them to help forge a more resilient and sustainable future for all, especially Singapore's food landscape. Seeing the meaningful impact on both families and local agriculture has been truly heartening."

Increase in demand for fresh produce: FFTH's redemption data

The roll-out of **RWS Eat Well @ Community Shop** has yielded successful results. Since its commencement in March this year, the programme witnessed a fourfold surge in redemption of fresh produce – amounting to nearly 9,000 redemptions – at its Community Shops, compared with the first half of 2022. The top favourite fresh food items among families are Chinese Cabbage (*Xiao Bai Cai*), Choy Sum (*Cai Xin*) and eggs. Eggs make up almost half of all redeemed local fresh produce items due to their popularity as a protein source.

FFTH Chief Executive Officer Mr Robin C. Lee shared: "The way we help communities in need has evolved over the years. Early last year, we noticed that more families were turning to non-perishables to cope with higher living costs. We are grateful to Resorts World Sentosa for stepping in promptly to help us make fresh food more accessible to our beneficiaries. We have noticed that our beneficiaries are now looking forward to the arrival of fresh produce."

Quotes from families who benefited from RWS Eat Well @ Community Shop can be found in ANNEX A

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ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the world-class Resorts World Convention Centre and a casino. RWS offers award-winning dining experiences and exciting cuisines from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from concerts to public shows. RWS has been named "Best Integrated Resort" 10 years in a row since 2011 at the TTG Travel Awards which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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About Food from the Heart

Food from the Heart (FFTH) is a charity founded in February 2003 by then Singapore-based Austrian couple Henry and Christine Laimer, who were inspired to channel surplus food from bakeries to families in need after they read an article about bread wastage. Today, FFTH is Singapore's prominent independent food charity with IPC status devoted to alleviating hunger through efficient distribution of food sustainably; and making a significant impact in food waste reduction. With the support of donors, food industry partners, and more than 10,000 volunteers, FFTH made a difference to the lives of more than 59,300 people throughout Singapore, distributing S\$7.23 million worth of food in 2022.

For more information, please visit <https://www.foodfromtheheart.sg/>.

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ANNEX A

Saving cost at the expense of nutrition

For homemaker Mdm Siti Rosninah, preparing a balanced and nutritious diet for her family of seven is crucial – especially for her children who are all under the age of 15. Yet, Mdm Rosninah’s grocery choices at the Community Shop @ Boon Lay focused mainly on the non-perishables such as cooking oil and canned food. Mdm Rosninah explained that this decision had helped to stretch her family’s household expenses through the months. She shared: “If I choose to get spinach, that can only last my big family for one meal. But if I choose biscuits and bread spreads, my children can have them over many meals. The savings on food can instead go into paying for other bills, like electricity and my children’s stationery.” Mdm Rosninah is among the 2,400 households that started redeeming fresh food after the initiative was introduced. She added: “With the extra credits, I can make nutritious spinach soup for my five children more often.”

Extra credits for enhanced nutrition

A typical meal for Mdm Koh Choon Hui, 85, would comprise a simple one-pot meal. Since having better access to fresh produce under the new initiative, Mdm Koh, who lives by herself, has added a variety of dark green leafy vegetables and eggs to her meals. “Although I cook daily, I tend to eat simply. Ever since I have extra credits to choose fresh food, I cook them more now. I can add fresh vegetables and eggs to my vermicelli soup and porridge.”

EDITORS’ NOTES

1. Please use the following photograph captions for visuals.
2. High resolution photographs and b-roll clips can be downloaded from link: <https://drive.google.com/drive/folders/1gHmw6f3CQhS-ZXZ5Hx5QS4bHnH23y3bE>
3. All photographs are to be attributed to: *Resorts World Sentosa* (圣淘沙名胜世界)



RWS staff volunteers accompanying Mdm Rosninah’s family to select fresh and nutritious food items at the Community Shop in Boon Lay.



With support from RWS, 2,400 lower-income families under the RWS Eat Well @ Community Shop initiative will gain better access to fresh vegetables and eggs.

