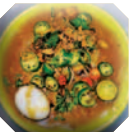




2nd Singapore Hawkers Awards

第二届新加坡小贩奖



Heritage
传承小贩文化



Enterprising
展现小贩企业精神



Promising
发挥小贩潜力



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新加坡全国商联总会

新加坡全国商联总会于1989年注册为协会。作为一个非盈利团体，我们代表邻里商家、熟食小贩和湿巴刹小贩的利益，同时作为官方机构与会员商联会和小贩协会的沟通桥梁。

愿景

成为邻里商团的领导者
成为政府和邻里商家的沟通桥梁

宗旨

团结商业社群
提高生产力和竞争力
为邻里注入活力

THE FEDERATION OF MERCHANTS' ASSOCIATIONS, SINGAPORE

Registered as an association in 1989, The Federation of Merchants' Associations, Singapore (FMAS) is a non-profit organisation formed to represent the interests of heartland merchants, hawkers and wet market stall operators; as well as act as the bridge between the Government agencies and our merchant and hawker association members.

VISION

To be the Champion for the Neighbourhood Business Community
To be the Bridge between Government and Heartland Retailers/Hawkers

MISSION

Unite Businesses in the Community
Uplift Productivity and Competitiveness
Inject Vibrancy into Neighbourhood Centres

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Hawker Heritage Awards 小贩文化传承奖

Winners 得奖者

- 18 Hainan Cuisine & Snacks 海南小吃
- 20 Inspirasi
- 22 Western Barbeque
- 24 Xi De Li 西得利
- 26 Yu Kee Duck Rice (Yew Kee Duck Rice) 友记家传鸭饭

Shortlisted Participants 入围者

- 28 Feng Zhen Lor Mee 鳳珍卤面
- 30 I. Mohamed Ismail Food Stall
- 32 Kim Hua Guan 金華源
- 34 Soon Huat Satay Bee Hoon 顺发潮州沙爹米粉
- 36 Soon Lee Stew Beef (Firepot) 牛二代
- 38 Tai Seng Fish Soup 泰成鱼汤
- 40 Tian Jin Fong Kee 天津冯记
- 42 Whampoa Soya Bean 黄埔豆花水
- 44 Xin Lu Fishball Noodle 新路潮州鱼圆粿条面汤



Enterprising Hawker Awards 创业精神小贩奖

Winners 得奖者

- 48 Dove Desserts 小鸽子甜品屋
- 50 Jiao Cai Hotplate BBQ/Seafood 蕉财海鲜
- 52 Kueh Ho Jiak 粿好吃
- 54 Lagoon In A Bowl

Shortlisted Participants 入围者

- 56 Aminah's Prata
- 58 Grandmother Handmade Noodle 婆婆手工面
- 60 Jiang Nan Soya Bean 江南豆花水
- 62 Mei Heng Yong Tou Foo 美興酿豆腐
- 64 Ming Xin Gourmet 铭心咖喱卤肉菜饭
- 66 Shima's Kitchen
- 68 Tom's Cityzoom Mee Pok Tar 乡城鱼脍面
- 70 Tree Coconut Nasi Lemak 三颗椰子椰浆饭
- 72 Wild Olives

Promising New Hawker Awards 潜力小贩奖

Winners 得奖者

- 76 Brostern
- 78 Mad Roaster
- 80 97 Nasi Lemak 97马来风光椰浆饭
- 82 O'Braim Express
- 84 The Headless Baker 無頭師
- 86 Volk 一联串

Shortlisted Participants 入围者

- 88 DaShao Chong Qing Xiao Mian 大少·重庆小面
- 90 He Zhi Rong Korean Cuisine 合之荣韩式料理
- 92 Hoe Peng Fried Hokkien Prawn Mee 禾萍炒福建虾面
- 94 Ice On You 爱上你
- 96 Man Man Chi 慢慢吃
- 98 Monan Pork Soup 莫南猪肉汤

第二届新加坡小贩奖简介

About the 2nd Singapore Hawkers Awards

To recognise the efforts of our hawkers in Singapore in their continuous push to remain competitive, upskill and upscale, The Federation of Merchants' Associations, Singapore (FMAS) organised the inaugural Singapore Hawkers Awards in December 2020.

In February 2022, FMAS organised the 2nd edition of the awards with the continued support of the National Environment Agency. The award nominations could be submitted by members of FMAS, the hawker associations or the hawkers themselves. The awards comprised of three categories, namely; Hawker Heritage Awards, Enterprising Hawker Awards and Promising New Hawker Awards.

Hawker Heritage Awards

To honour hawker brands that have been passed down to the next generation.

Enterprising Hawker Awards

To acknowledge hawkers who have innovated and implemented new business models, strategies, processes, or tools to grow their hawker businesses.

Promising New Hawker Awards

To recognise new hawkers who have shown potential in sustaining their budding hawker businesses.

The nomination period for the 2nd Singapore Hawkers Awards took place from 8 to 27 February 2022 with the awards ceremony held during the 3rd SG Hawker Seminar at Our Tampines Hub on 11 April 2022. A total of 15 awards were given; inclusive of five Hawker Heritage Awards, four Enterprising Hawker Awards and six Promising New Hawker Awards. Each winner received a \$500 cash prize and a certificate.



FMAS would like to express our heartfelt appreciation to National Environment Agency for the strong support given to us to organise the Singapore Hawkers Awards.

为了肯定本地小贩持续不断地通过新的方法来改善生意的努力，在国家环境局的支持下，新加坡全国商联总会在2020年12月创办第一届新加坡小贩奖，并在2022年2月继续主办第二届新加坡小贩奖。新加坡小贩奖的提名者必须是新加坡全国商联总会会员、小贩协会或小贩摊主。奖项分为三组：小贩文化传承奖、创业精神小贩奖、潜力小贩奖。

小贩文化传承奖

这个奖项旨在肯定那些老字号品牌，把管理与烹调技能传承下来，为延续我国小贩文化遗产做出贡献的小贩。

创业精神小贩奖

这个奖项是颁给那些通过落实新的点子、策略、操作流程或器材以增加营销，提高生产力或减低成本，为生意创造盈利的小贩。

潜力小贩奖

这个奖项旨在肯定在生意发展上展现潜力的新手小贩。

第二届新加坡小贩奖的提名期是2022年2月8日至27日。2022年4月11日，颁奖礼配合在淡滨尼天地举办的第三届新加坡小贩座谈会而举行。本届新加坡小贩奖总共颁发15份奖，包括五份小贩文化传承奖、四份创业精神小贩奖、六份潜力小贩奖。每位得奖的小贩可获500元现金和一张证书。

新加坡全国商联总会谨此感谢国家环境局大力支持总会主办新加坡小贩奖。

Winners of Hawker Heritage Awards

Hainan Cuisine & Snacks	(Blk 22 Kim Keat Palm Market & Food Centre)
Inspirasi	(Blk 208B Bedok Interchange Hawker Centre)
Western Barbeque	(Blk 51 Old Airport Road Hawker Centre)
Xi De Li	(Blk 448 Clementi Centre Hawker Centre)
Yu Kee Duck Rice	(Blk 84 Marine Parade Hawker Centre)

Winners of Enterprising Hawker Awards

Dove Desserts	(Blk 22 Kim Keat Palm Market & Food Centre)
Jiao Cai Hotplate BBQ/Seafood	(Yishun Park Hawker Centre)
Kueh Ho Jiak	(Blk 6 Tanjong Pagar Plaza Food Centre)
Lagoon In A Bowl	(Amoy Street Food Centre)

Winners of Promising New Hawker Awards

Brostern	(Ci Yuan Hawker Centre)
Mad Roaster	(Amoy Street Food Centre)
97 Nasi Lemak	(Blk 51 Old Airport Road Hawker Centre)
O'Braim Express	(Our Tampines Hub Hawker Centre)
The Headless Baker	(Blk 20 Ghim Moh Road Food Centre)
Volk	(Taman Jurong Food Centre)

小贩文化传承奖得奖者

海南小吃	(大巴窑大牌22号金吉坊巴刹及小贩中心)
Inspirasi	(勿洛中转换站大牌208B号小贩中心)
Western Barbeque	(旧机场路大牌51号小贩中心)
西得利	(金文泰中心大牌448号熟食中心)
友记家传鸭饭	(马林百列大牌84号小贩中心)

创业精神小贩奖得奖者

小鸽子甜品屋	(大巴窑大牌22号金吉坊巴刹及小贩中心)
蕉财海鲜	(义顺公园小贩中心)
粿好吃	(丹戎巴葛坊大牌6号小贩中心)
Lagoon In A Bowl	(厦门街美食中心)

潜力小贩奖得奖者

Brostern	(茨园小贩中心)
Mad Roaster	(厦门街美食中心)
97马来风光椰浆饭	(旧机场路大牌51号小贩中心)
O' Braim Express	(淡滨尼天地小贩中心)
無頭師	(锦茂路大牌20号小贩中心)
一联串	(达曼裕廊熟食中心)





Dr Amy Khor
Senior Minister of State
Ministry of Sustainability and
the Environment
Ministry of Transport

Warmest congratulations to the winners of the second Singapore Hawkers Awards organised by the Federation of Merchants' Associations, Singapore (FMAS) in collaboration with the National Environment Agency (NEA). The Awards honour the innovative and entrepreneurial spirit of our hawkers who have helped to shape our local hawker scene into a vibrant social culture over decades.

Out of 111 nominations by fellow hawkers, 15 hawkers received their awards in three categories – Promising New Hawker Awards, Enterprising Hawker Awards and Hawker Heritage Awards. These award-winners have raised the profile of the hawker trade and instilled pride among the hawker community. We appreciate the hard work and dedication of our hawkers in upholding our Hawker Culture in Singapore, which has been inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Despite the many challenges faced by our hawkers during the COVID-19 pandemic, I am heartened that our hawkers have emerged stronger and more resilient. Many older hawkers have

adopted digital tools, such as e-payment and online food delivery services. In recent years, younger hawkers have also joined the trade. Through NEA Hawkers' Development Programme, our younger hawkers have benefited from the support and mentorship of veteran hawkers who have so generously shared their experiences and knowledge.

Even as we move towards a new norm of living with COVID-19, there have been disruptions and shifts in global supply chains due to unexpected international developments. This has added pressure to the resilience of our food supply. We thank our hawkers for their flexibility and adaptability during these challenging months. We are confident that our hawkers will press on to serve Singaporeans with affordable and delicious hawker food, while promoting our inclusive and harmonious multi-racial values.

It will take the collective effort of all of us, including the hawker community, hawker advocates and Singaporeans, to advance our Hawker Culture for future generations. The Government will continue to work closely with FMAS and the hawkers' associations to support our hawkers on this journey.



许连碯博士
永续发展与环境部
交通部
高级政务部长

热烈祝贺由新加坡全国商联总会与国家环境局联办的第二届新加坡小贩奖的所有获奖者。该奖项旨在表彰新加坡小贩的创新和创业精神，在过去几十年中，他们帮助把本土小贩场景塑造造成充满活力的社会文化。

在111份小贩提名表格中，有15位小贩获得了三个组别的奖项——潜力小贩奖、创业精神小贩奖和小贩文化传承奖。这些获奖者提升了小贩行业的知名度，并在小贩社区中注入了自豪感。我们感谢小贩在新加坡维护小贩文化上的辛勤工作和奉献精神，该文化已被列入联合国教科文组织“非物质文化遗产代表名录”。

尽管我们的小贩在冠病疫情暴发期间面临许多挑战，但我很高兴我们的小贩变得更强大、更有韧性。许多年长的小贩已经采用了电子支付和在线送餐服务等数码工具。近年来，许多年轻的小贩也加入了这个行业。通过国家环境局推行的小贩培训计划，我们的年轻小贩受益于资深小贩的支持和指导，后者慷慨地分享了他们的经验和知识。

即使在我们朝着后冠病疫情生活的新常态迈进时，由于未可预见的国际形势发展，全球供应链也出现了中断和变化。这给我们食品供应的弹性增加了压力。我们感谢新加坡小贩在这充满挑战的几个月中表现出的灵活性和适应性。我们有信心，新加坡小贩将继续努力为新加坡人提供负担得起和美味的小贩食物，同时促进我们包容与和谐的多种族价值观。

我们所有人——包括小贩群体、小贩倡导者和新加坡人，都需要共同努力，为子孙后代推进新加坡小贩文化。政府将继续与新加坡全国商联总会和各小贩协会密切合作，以支持我们的小贩踏上这段旅程。



Mr Yeo Hiang Meng BBM

President

The Federation of Merchants' Associations, Singapore

I was heartened once again to witness 15 of our hawkers who won the 2nd Singapore Hawkers Awards for their contribution to Singapore Hawker Culture in the 3rd SG Hawkers Seminar held on 11 April 2022.

The Federation of Merchants' Associations, Singapore (FMAS) has tremendous respect for our hawkers who have shown resilience amidst the challenges brought about by COVID-19 such as a drastic drop in footfall and rising costs in ingredients. Through this, our hawkers have showed great resilience and we now have even seen a rise in new and younger hawkerpreneurs entering the trade.

In order to further support our hawkers, FMAS Hawkers' Division has also been encouraging and educating our hawkers to make use of social media platforms for marketing; adopting cashless payment solutions as well as making use of food delivery platforms to adapt to the new norm.

With the strong support of the National Environment Agency, FMAS organised the 2nd Singapore Hawkers Awards to honour hawkers for being on top of their league, whether they are experienced hawkers, hawkers with enterprising spirit or new entrants.

There were more than a hundred of hawkers whom participated in the 2nd Singapore Hawkers Awards. This award souvenir magazine serves as an acknowledgement of their efforts and the significant milestone attained by the hawker winners.

There are a total of 39 hawker stories, of which 15 of them are the award winners together with the rest of the shortlisted participants. We hope that by sharing the stories of these exemplary hawkers, fellow hawkers in the community will be inspired to do better and encourage hawkerpreneurship among the younger generation thus contributing to our hawker culture.



杨向明先生 BBM
新加坡全国商联总会
会长

2022年4月11日，能够在第三届新加坡小贩座谈会上见证第二届新加坡小贩奖的15位得奖者的诞生，我感到非常高兴。他们都是对新加坡小贩文化有贡献的人士。

2021年，冠病疫情进入第二年，小贩们面对小贩中心加上安全管理措施所需的围篱导致人潮剧减，原料成本上升导致营业成本急剧上升，他们仍然想方设法地与客观事实搏斗，务必渡过难关。为了支持他们，总会小贩部也一直在鼓励和教育我们的小贩们利用社交媒体进行线上营销，采用无现金支付方式，并使用送餐平台来适应新常态。

在国家环境局的鼎力支持下，新加坡全国商联总会责无旁贷地举办新加坡小贩奖，以表彰小贩行业中的佼佼者，无论他们是经验丰富的小贩、富有创业精神的小贩还是新手小贩。

共有百余个小贩参加了第二届新加坡小贩奖，这本奖项特刊收集了当中39个小贩的故事，其中15个是得奖者，其余则是入围者。我们希望通过这些小贩故事和经验的分享，激励小贩中心内的小贩摊位做得更好，并激发更多富有创意的新手小贩加入这个行业，一起为丰富新加坡小贩文化做出贡献。



Mr Anthony Low Hock Kee PBM

**Vice-President / Chairman, Hawkers' Division
The Federation of Merchants' Associations, Singapore**

Organised by The Federation of Merchants' Associations, Singapore (FMAS), the 2nd Singapore Hawkers Awards was successful with the strong support from the National Environment Agency (NEA) as well as the concerted efforts from our merchants' associations, hawker associations and the hawkers themselves.

Through more than a hundred nominations received, 15 finalists emerged across three categories of awards respectively.

The award presentation ceremony for 2nd Singapore Hawkers Awards was held in conjunction with the 3rd SG Hawker Seminar. Inaugurated on 30 September 2019, the SG Hawker Seminar was an

initiative mooted by FMAS and supported by NEA. This seminar serves as a platform for the hawkers in Singapore to exchange ideas on current business trends, improve operations and sustain the hawker trade for future generations. The 3rd SG Hawker Seminar was held on 11 April 2022 with the theme of "Sustaining the Hawker Trade through Uncertain Times".

The 4th SG Hawker Seminar and 3rd Singapore Hawkers Awards will be happening in 2023. We hope more hawkers will actively participate then. Meanwhile, FMAS continues to urge more hawkers' associations to join us for the strategic planning and execution of more beneficial initiatives for the hawkers' community.



刘福记先生 PBM
新加坡全国商联总会
副会长 / 小贩部主席

在 国家环境局的大力支持下，商联会、小贩协会和小贩们的通力合作下，新加坡全国商联总会成功主办了第二届新加坡小贩奖。2022年2月，我们收到了一百多份提名表格，其中15位分别获得了三组奖项。此特刊是小贩故事的汇编，这些故事已经成为新加坡历史和记忆的一部分。

第二届新加坡小贩奖的颁奖礼是在第三届新加坡小贩座谈会上举行的。2019年9月30日，在国家环境局的支持下，总会主办了第一届新加坡小贩座谈会。这个座谈会旨在创建一个平台，让新加坡小贩能够针对现有行业趋势交换意见，改善运营操作模式，进而加强新加坡小贩行业的持续性。2022年4月11日，总会主办第三届新加坡小贩座谈会，主题是“小贩行业：克服逆境，坚持传承”。

第四届新加坡小贩座谈会及第三届新加坡小贩奖计划会在2023年举办，我们希望届时能有更多小贩参与这些活动。同时，我们呼吁更多小贩协会加入新加坡全国商联总会这个大家庭，为进一步强化新加坡小贩行业而集思广益，贡献力量。



Mr Perry Ong

Chief Executive Officer

City Energy Pte. Ltd. (as Trustee of City Energy Trust)

For the second year running, the Federation of Merchants' Association, Singapore (FMAS) with the support of the National Environment Agency (NEA), have brought more delectable hawker fare to the forefront with the Singapore Hawkers Awards. This is of course only made possible with the infallible spirit of our hawkers and their blazing passion towards their culinary craft. To many of us, Singapore's hawker scene is our pride and joy. It is often at a hawker stall that we find our basic daily meals and it is at hawker centres where we spend many precious hours with our loved ones.

City Energy has long been a steadfast supporter and friend to our hawkers with more than half of the hawker centres in Singapore provided with our piped town gas. Therefore, I am thrilled that the Singapore Hawkers Awards acknowledge their admirable efforts in contributing to our uniquely Singaporean hawker heritage. With this commemorative book, many hawkers' personal stories will be encapsulated, and they will be given their very well-deserved spotlight.

I would like to extend my heartfelt congratulations to the 15 hawkers who

have triumphed against the odds to take home the Singapore Hawkers Awards in the categories of Promising New Hawkets, Hawker Heritage and Enterprising Hawker respectively. You have nourished us with our favourite local comfort meals all through the tough days of the pandemic and you have kept our hawker scene bustling with your unbeatable spirit despite uncertainties and food supply disruptions.

As Singapore emerges out of COVID-19 restrictions and society adapts to a new norm, I am confident that our hawkers will continue to provide us with more tantalising culinary gems, especially with FMAS' sterling efforts in upholding and promoting our outstanding Hawker Culture.

It is within our hawker scene that we partake in our national pastime and find our quintessential Singaporean identity. Now, I encourage you to show your strong support to your neighbourhood hawkers, as well as to join me on this culinary journey to sample the mouth-watering dishes of our award-winning hawkers featured in this book. I promise you; you will confirm say, "Shiok!"



王光枢先生
城市燃气私人有限公司
总裁

新加坡全国商联总会在国家环境局的支持下，连续第二年借助新加坡小贩奖，将更多美味的小贩菜肴带到了最前沿。这得归功于小贩们无懈可击的精神与对厨艺的热忱。对于许多人来说，新加坡的小贩场景是大家的骄傲。我们经常在小贩摊位用餐，也在小贩中心与亲朋好友度过许多美好的时刻。

长期以来，城市能源一直是小贩们坚定的支持者和朋友。我们为新加坡超过一半的小贩中心提供管道煤气。有了新加坡小贩奖，小贩们为新加坡小贩文化所付出的贡献能得到应得的认同。这本奖项特刊展现许多小贩们的故事，让他们获得人们的支持。

我要衷心祝贺15位得奖的小贩。他们在新加坡小贩奖的“潜力小贩奖”“小贩文化传承奖”和“创业精神小贩奖”组别中脱颖而出。在冠病疫情期间，小贩们继续提供大家喜爱的本地美食。尽管面对不确定性和挑战，小贩们仍以无与伦比的精神保持小贩中心的热闹。

随着新加坡冠病疫情的缓和并进入新常态，配合新加坡全国商联总会在保存新加坡小贩文化方面所做的卓越努力，我相信小贩们将继续为大家提供珍馐美饌。

我们在熙熙攘攘的小贩场景中凝聚了独一无二的国家认同感。现在，我鼓励大家向附近的小贩表示大力支持，并与我一起踏上美食之旅，品尝本奖项特刊中获奖和入围的小贩摊位的美味菜肴。我保证大家一定会说“好吃极了”！

Hawker Heritage Awards

小販文化传承奖



Winners 得奖者

18 Hainan Cuisine & Snacks 海南小吃

20 Inspirasi

22 Western Barbeque

24 Xi De Li 西得利

26 Yu Kee Duck Rice (Yew Kee Duck Rice) 友记家传鸭饭



Shortlisted Participants 入围者

- 28 Feng Zhen Lor Mee 鳳珍卤面
- 30 I. Mohamed Ismail Food Stall
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Food heritage preserved by three generations



Currently, Mdm Goh See Mui is assisted by her siblings and the 3rd-generation operators of Hainan Cuisine & Snacks to run the stall.

Selling traditional loaf bread, butter, kaya and Hainanese kueh “yi bua”, Hainan Cuisine & Snacks keeps its age-old tradition alive by passing down the great culinary skills from the first-generation owner Mdm Yeoh Min Lin since 1978. This tradition coupled with fresh ingredients and handmade snacks that are sold fresh over the counter daily are key factors for the heritage snacks of Hainan Cuisine & Snacks, hence keeping the customers coming.

With the passing of Mdm Yeoh in 2019, her daughter, Mdm Goh See Mui, took over the business and is currently assisted by her siblings and the 3rd-generation. Hainan Cuisine & Snacks aims

to keep its food heritage alive for the future generations and continue to sustain the business through the contribution of fresh ideas from its 3rd-generation.

Hainan Cuisine & Snacks’ operations include business development, publicity, public and media relationship, digitalisation, productivity and automation. In 2021, they leveraged on the support and funding from NEA to purchase essential equipment to improve food preparation processes and thus increased productivity and relieved some of the labour-intensive processes through technology. This improvement will encourage their younger generation to take over and continue the legacy.

三代人保存海南美食传统



1978年，杨明莲创立海南小吃，出售传统面包、牛油、椰和海南糯米糍。她流传下来的精湛烹饪技巧，保持传统活力。她坚持着一个信念，那就是每天以新鲜食材制作和出售的手工小吃，这种坚持不懈的信念，让海南小吃这个摊位保持对客户吸引力。

杨明莲在2019年逝世，她的女儿吴世美接手摊位的业务。目前，吴世美的姐姐、弟弟和第三代经营者都在协助她经营海南小吃。海南小吃将尽可能地把它的美食传统延续下去，而在第三代经营者的新构思的贡献下，这种美食传统甚至会发扬光大。

海南小吃的运营方面包括业务发展、宣传、公众和媒体关系、数码化、生产力和自动化。2021年，他们借助国家环境



目前，吴世美的姐姐、弟弟和第三代经营者都在协助她经营海南小吃。左起：吴施娇、吴世美、黎芷涵、吴佳恩。

局的赞助款项购买了一些设备，以改进食品制备过程，提高生产力，并通过使用机器来减轻一些劳动密集型过程。减少这种传统的手工糯米糍对劳动力的依赖程度，将鼓励更多年轻人考虑接手并延续传统。



Hainan Cuisine & Snacks
海南小吃

**Blk 22 Toa Payoh Lorong 7,
Kim Keat Palm Market & Food
Centre #01-35,
Singapore 310022**

Retain the authenticity of dishes



Rashid and his family believe that the food offered by Inspirasi should be made affordable to all.

Rashid和他的家人认为，Inspirasi所提供的食物，其价格应该是所有人都能负担得起的，

Set up by the late Mr Amat Bin Ali in 1970 to sell Muslim food such as mee rebus, mee soto, soto ayam and porridge. Inspirasi's current stall owner is Mr Rashid Bin Amat, son of Mr Amat Bin Ali. Today, Rashid and his siblings are running the daily operations of the stall.

This hawker business is the source of income for Rashid's family. Each and every sibling has the opportunity to contribute, thus creating a sense of belonging and ownership of the business that will help the siblings brave through challenges in life such as COVID-19.

The aim of Inspirasi is to always retain the authenticity of its dishes by following the exact recipes that have been passed down by Rashid's late father. Rashid and his family believe that the food offered by Inspirasi should be affordable to all. Despite the increase in the prices of ingredients, the prices of the signature dishes of Inspirasi have largely remained the same.

保存菜色的 纯正性



1970年, Amat Bin Ali 创立了Inspirasi,

售卖马来食品如马来卤面和米暹。现任摊主是前者的儿子 Rashid Bin Amat。如今, Rashid

和他的兄弟姐妹参与了摊位的日常运营, 从开档准备食物到摊位关档后的日常清洁。

这个小贩生意是Rashid家族成员的收入来源。每个兄弟姐妹都有机会以某种方式做出贡献, 从而产生归属感, 这将帮助兄弟姐妹勇敢地应对生活中类似冠病疫情所带来的挑战。

Inspirasi的目标是通过遵循Rashid已故父亲传下来的食谱, 保持其菜肴的纯正性。Rashid和他的家人认为, Inspirasi所提供的食物, 其价格应该是所有人都能负担得起的, 尽管食材价格上涨, 但



Inspirasi招牌菜色的价格在很长的一段时间里保持不变。



Inspirasi

Blk 208B New Upper Changi Road, Bedok Interchange Hawker Centre #01-64, Singapore 462208

Inject trendy Western snack options



The stall owner of Western Barbeque, Mr Lim Yew Pui, is currently assisted by his two children, Ms Sharon Lim and Mr Derek Lim.

Western Barbeque的摊主林尤培的女儿林慧玲和儿子林明强目前一起在摊位上帮忙。

Western Barbeque was set up in 1974 by Mr Lim Yew Pui and his two friends at Old Airport Road Hawker Centre to sell western food in the area. In those

days, business was slow as western food was considered less common and not many people were willing to try it. So Yew Pui's two friends decided to pull out from the business.

With perseverance and the help of his wife Mdm Susan Huang, Yew Pui improved his recipes and invented his signature garlic sauce. In the 1990s, business improved tremendously. With further media coverage, such as features on "Tuesday Reports" of Channel 8 of MediaCorp, Lianhe Wanbao and blogger "Miss Tam Chiak", the awareness of Western Barbeque increased significantly and their business expanded from Old Airport Road to second location (Blk 59 New Upper Changi Road), bringing their legendary garlic sauce and Hainanese-styled western cuisines to more Singaporeans.

Today, Western Barbeque continues to make their signature garlic sauce. With Yew Pui's children, Ms Sharon Lim and Mr Derek Lim, on board, they introduced trendy and popular western snack options such as cheese fries, onion rings, waffle fries, mash potato, butter rice and new main dishes such as Carbonara Spaghetti that appeal to the younger consumers.

注入时尚的西式小吃概念



1974年，林允培和两个朋友在旧机场路小贩中心创立Western Barbeque，在该地区出售西餐。在那个年代，西餐并不普遍，没有多少人愿意尝试，所以生意额并不理想。不久后，林允培的两个朋友决定退股。

在妻子黄楚芳的帮助下，林允培改进食谱并发明招牌蒜酱。终于，在1990年代，生意

有了很大的改善。随着媒体的广泛报道，例如新传媒8频道《星期二特写》、《联合晚报》和博主“Miss Tam Chiak”等平台的报道，该摊位的知名度渐渐上升，业务也从旧机场路扩展到其他地点(新樟宜路上段大牌59)，将招牌蒜酱和海南风味的西餐带到新加坡的更多地方。

今天，Western Barbeque继续制作



其闻名遐迩的招牌蒜酱。林允培的女儿林慧玲和儿子林明强一起在摊位上帮忙，他们引入了时尚和流行的西式小吃，如奶酪薯条和洋葱圈等，吸引了许多年轻顾客。



Western Barbeque

Blk 51 Old Airport Road, Old Airport Road Hawker Centre #01-53, Singapore 390051

Century-old recipe inherited by four generations

Xi De Li, a homegrown dough fritter or youtiao maker since 1920s, is one of the pioneers of the youtiao and dough food industry in Singapore. Today, it is helmed by its 4th-generation operators, Mr Adrian Koh, Ms Valerie Koh and Mr Pathom Koh.

Started by their great-grandmother, Mdm Shen Yu Gan, who used to operate a pushcart along Chin Swee Road, along with the tradition of hand-kneading the dough, the business was passed down to their grandmother, Mdm Shang Ying Qun, in the 1940s. In 1966, their father, Mr Koh Cheng Sai, took over the business. Cheng Sai created the signature “butterfly bun” as a token of love for his wife, Mdm Ong Soo Cheng. The family then decided to add the butterfly bun to their product line-up. To date, they have retained the original recipe and taste of the butterfly bun.

In 1980s, they shifted to Clementi Centre Food Centre which operates till today. In 2006, the siblings took over the business and rebranded it to Xi De Li. As the business grows, they invested in technology for their central kitchen. Production is now divided between manual labour and automated machines, and there is no need to hand-knead everything. With over 60 stand-alone and franchised outlets across Singapore today, Xi De Li



Mr and Mrs Koh Cheng Sai and their children, (back row from left) Mr Adrian Koh, Ms Valerie Koh and Mr Pathom Koh, are safeguarding the century-old youtiao recipe.

许振西夫妇和他们的儿女(后排左起)许环杰、许美玲和许珉铨, 坚守西得利百年油条的配方。

now produces up to 10,000 youtiao daily as well as supplies youtiao and other dough food to other hawkers and restaurants.



四代传承百年油条配方



西得利是始创于1920年代的本地油条制造商，也是新加坡油条和面食行业的先驱之一。如今，该摊位由第四代经营者许环杰、许美玲和许珉铨掌舵。

他们的曾祖母沈玉甘最先在振瑞路以手推车售卖开始。连同手揉面团的技艺，这个摊位在1940年代传给了他们的外婆商英群。1966年，他们的父亲许振西接管业务。许振西创作了“油条蝴蝶”，以表达对妻子翁素贞的爱意。他们决定将油条蝴蝶添加到产品系列中。迄今为止，他们保留了油条蝴蝶的原始配方和味道。

1980年代，他们搬到了金文泰中心熟食中心的一个摊位，该摊位至今仍在营业。2006年，三人接手了这个摊位，并将其更名为西得利。随着业务的增长，他们



为中央厨房投资了机器。生产现在分为人工和机器两种，不需要手工揉所有东西。如今，西得利在新加坡拥有超过60家独立和特许经营店，每天生产多达一万条油条，为小贩和餐馆供应油条和其他面团食品。



Xi De Li

西得利

**Blk 448 Clementi Ave 3,
Clementi Centre Market & Food
Centre #01-39,
Singapore 120448**

Yu Kee Duck Rice (Yew Kee Duck Rice)

友记家传鸭饭

Integrated technology into business



Since joining Yu Kee Duck Rice, Mr Seah Qin Quan has integrated technology into his business.

自从加入友记家传鸭饭后，谢钦全将科技融入业务中。

Yu Kee Duck Rice started as a humble street-pushcart hawker selling braised duck rice in Nee Soon in 1961. Till today, Yu Kee Duck Rice still uses the traditional Teochew method of braised duck cooking in a special-braised sauce and also chili-making that was handed down by the founder.

Over the years, Yu Kee Duck Rice's exceptional blend of braised sauce made from over ten different types of herbs and spices with its special chili, are the key characteristics of the brand that creates the successful set up of almost 30 outlets in Singapore.

Mr Seah Boon Lock was the 2nd-

generation owner of Yu Kee Duck Rice and his son, Mr Seah Qin Quan, is the 3rd-generation operator. Since joining Yu Kee Duck Rice, Qin Quan has integrated technology into the business, including onboarding onto delivery platforms and also selling the specialty chili of Yu Kee Duck Rice on e-commerce platforms that allow customers to place orders online for braised poultry during festive seasons. Yu Kee Duck Rice also replaced its traditional cashier machine with a Point-of-Sales system that allows the tracking of sales figures for each category and the analysis of customers' trends.

将科技融入业务中



友记家传鸭饭的历史可以追溯到1961年义顺一个出售卤鸭饭的手推车小贩。直到今天，这个摊位仍沿用传统的潮州方法，以特制酱汁烹制卤鸭，并用手工制作的辣椒。

多年来，友记家传鸭饭将十多种草药和香料制成的卤酱料与其特色辣椒完美融合，是该品牌在新加坡成功开设近30家分店的关键因素。

谢文乐是友记家传鸭饭的第二代接班人，他的儿子谢钦全则是第三代经营者。自从加入友记家传鸭饭后，谢钦全将科技融入业务，包括与外卖平台合作，在电商平台上销售友记家传鸭饭的特色辣椒，让顾客能够在节日期间线上订购卤制家禽。友记家传鸭饭还用销售点系统取代了传统的收银机，可以跟踪每个类别的销售数据并了解顾客的消费趋势。



**Yu Kee Duck Rice
(Yew Kee Duck Rice)**
友记家传鸭饭

**Blk 84 Marine Parade Central,
Marine Parade Central
Market & Food Centre #01-10,
Singapore 440084**

Feng Zhen Lor Mee

鳳珍卤面

Hawker stall awarded Michelin Plate



Feng Zhen Lor Mee is currently run by Mr Teo Yew Chee and his mother Mdm Siow Boon Eng.

鳳珍卤面创立于1988年，目前由张友誌和他的母亲萧文英经营。

Established in 1988, Feng Zhen Lor Mee is currently run by Mr Teo Yew Chee and his mother, Mdm Siow Boon Eng. It was originally based at Jurong West Blk 503, before moving to Taman Jurong Food Centre in 2000.

As the mother-and-son team worked tirelessly every day and made improvements along the way, they eventually built up a group of regular customers who patronise their stall frequently. In 2021 the stall was awarded

a Michelin Plate under the Michelin Guide Singapore 2021.

In the past, most of the lor mee stalls featured a whole fried red snapper in the display case. As the snappers are getting harder to come by these days, a lot of lor mee stalls omitted this topping. In order to retain the original root of lor mee, Feng Zhen Lor Mee still uses fish slices as the topping. But they now use batang fishes (Spanish mackerel) instead because the latter are more readily available.

小販荣获 米其林餐盘



鳳珍卤面创立于1988年，目前由张友誌和他的母亲萧文英经营。这个摊位最初位于裕廊西503号组屋，于2000年搬到达曼裕廊熟食中心。

由于母子二人每天孜孜不倦地工作，一路上不断求进步，他们终于建立起一个稳固的顾客群，这些顾客经常光顾他们的摊位。2021年，鳳珍卤面荣获米其林餐盘，摊位名字列入《新加坡米其林指南》中。

过去，大多数卤面摊都会在摊位上

中展示炸红鲷鱼，由于目前红鲷鱼很难买到，许多卤面摊都省略了这种配料。鳳珍卤面为了保留卤面的风味，仍以鱼肉作为配料，但改用西班牙鲭鱼，因后者很容易买到。



Feng Zhen Lor Mee
鳳珍卤面

**3 Yung Sheng Road,
Taman Jurong Market &
Food Centre #03-146,
Singapore 618499**

Word of mouth to link the customers



Mr Lokku Abul Jaleel Iqbaldeen is the current stall owner of I. Mohamed Ismail Food Stall.

Cooking and selling roti prata and briyani, I. Mohamed Ismail Food Stall

is a family business started by the parents and has been well connected by a group of regular customers.

The current stall owner of I. Mohamed Ismail Food Stall, Mr Lokku Abul Jaleel Iqbaldeen, was a helper of a hawker stall. Years after he accumulated enough experience, he started operating his own business since 1980.

After the business was passed on to his son, Mr Ismail, there are always new customers coming over to try their dishes, and most of them like the food and through word of mouth, more customers began patronising the stall.

As the 2nd-generation operator, Ismail is willing to innovate the

business such as adopting e-payment modes.

口耳相传 顾客不断

Mohamed Ismail Food

Stall专门烹饪和销售印度煎饼和印度香饭，是一个由父母创办的家族企业，并得到了一群老顾客的鼎力支持。

I. Mohamed Ismail Food Stall的现任摊主Lokku Abul Jaleel Iqbaldeen原本是一个小贩摊位的帮手，在积累了多年的烹调经验后，他从1980年开始经营自己的摊位。

自从他把生意传给儿子Ismail以来，不时都会有新顾客前来品尝菜肴，对他们烹调的美食大力赞赏，并口口相传，为摊位带来更多顾客。

作为第二代摊主，Ismail愿意创新业务，例如采用电子支付模式。



Lokku Abul Jaleel Iqbaldeen是I. Mohamed Ismail Food Stall的现任摊主。



I. Mohamed Ismail Food Stall

Blk 221A Boon Lay Place, Boon Lay Market and Food Village #01-104, Singapore 641221

Siblings took over family business



Mr Ng Thiam Heng stressed that Kim Hua Guan has been rejecting poor-quality raw pork and striving to maintain original taste of the barbecued meat.

黄添兴强调，金華源拒绝劣质生猪肉，并保持肉干的原汁原味。

Established in 1969 with the mission of bringing high-quality barbecued meat and pork floss to the customers, Kim Hua Guan is a famous barbecued meat store in Singapore. They have been growing their customer base ever since. Their barbecued meat, also commonly known as bak kwa, is all grilled on the spot at the store with a complex process that includes cooling the barbecued meat down after grilling and then adding their secret seasoning.

As one of the most traditional brands in the barbecued meat industry, the family

business was set up by the parents of the current owner, Mr Ng Thiam Heng. His siblings inherited the family business and aimed to preserve the Chinese traditional culture.

Thiam Heng emphasized that they have been rejecting poor-quality raw pork and striving to maintain the original taste of the barbecued meat. In addition, better control of the quality of barbecued meat through in-house preparation, including handmade and charcoal frying, are key factors to their continued success.

四子女繼承 家族肉干企業



金華源創立於1969年，旨在為顧客提供高品質的肉干和肉松，是新加坡著名的肉干店。從成立以來，金華源的客戶群在一直擴大中。他們的肉干都是在店里現烤現賣的，過程很複雜，加入他們的秘密調味料，烤完後將肉干冷卻。

作為肉干行業最傳統的品牌之一，金華源最初由第二代接班人黃添興的父母創立，目前，四位女子繼承父業，希望能夠把這個家族企業發揚光大，同時保存華族過年吃肉干的習俗。

黃添興強調，金華源拒絕劣質生豬肉，並保持肉干的原汁原味。此外，通過

內部準備操作，包括手工製作與炭燒，能更好地控制燒肉干的品質。



Kim Hua Guan
金華源

**Blk 32 New Market Road,
People's Park Complex Food
Centre #01-1022,
Singapore 050032**

From pushcart hawker to wholesaler of satay paste

Soon Huat Satay Bee Hoon started as a pushcart hawker selling satay bee hoon next to Blk 38 Beo Crescent in 1959. In the early 1980s, the stall was moved to a modern hawker centre nearby Blk 50, and finally settled down at the current ABC Brickworks Food Centre.

The stall owner is Mr Goh Hong Yam, and his son Mr Goh Jin Tong is the 2nd-generation operator. Despite facing challenges of moving several locations due to government's modernisation plan for hawker centres, Mr and Mrs Goh Hong Yam preserved the traditional way of preparing the satay sauce since its beginning when they started selling satay bee hoon.

From 2010, Soon Huat Satay Bee Hoon started to invest in machines to semi-automate and standardise its satay sauce production process to have better quality control without compromising the traditional taste. Since then, they are more confident in expanding the business and have also become a wholesaler of satay



Mr Goh Hong Yam, the owner of Soon Huat Satay Bee Hoon, still preserves the traditional way of preparing the satay sauce since day one when he started selling satay bee hoon.

从售卖沙爹米粉的第一天起，顺发潮州沙爹米粉的摊主吴汉炎就一直保留传统的沙爹酱制作方法。

paste to parties interested in selling satay bee hoon.

从手推车摊贩到 沙爹酱批发商

1959年，顺发潮州沙爹米粉开始在庙弯大牌38号组屋旁边以手推车贩卖沙爹米粉营生。1980年代初期，他们被转移到大牌50号附近的现代小贩中心，最后迁移到目前的ABC砖厂熟食中心。

顺发潮州沙爹米粉的摊主是吴汉炎，他的儿子吴任桐是第二代接班者。尽管由于政府的小贩中心现代化计划而多次搬迁，但从售卖沙爹米粉的第一天起，吴汉炎夫妇就一直保留传统的沙爹酱制作方法。

从2010年开始，顺发潮州沙爹米粉开始投资于机器半自动化，使沙爹酱生产过程标准化；在不影响传统口味的情况下，进行更好的质量控制。从那时起，他们对扩大业务更有信心，并成为有意售卖沙爹米粉的摊主们的沙爹酱批发商。



Soon Huat Satay Bee Hoon
顺发潮州沙爹米粉

**Blk 6 Jalan Bukit Merah, ABC
Brickworks Market & Food Centre
#01-47,
Singapore 150006**

Soon Lee Stew Beef (Firepot)

牛二代

Family business passed through generations

The family business was started in 1979 at Keong Saik Road by Mr Tan Soon Hong. His pig-organ soup was well known among the local residents of the area at that time. Thereafter, a major relocation of hawker stalls commenced in that area. The family's stall was then moved to Alexandra Village Food Centre.

Following the demise of Soon Hong, his daughter-in-law Mdm Teo Neo Kiau took over the business. She changed to selling of beef stews as pig blood and lungs were once the prohibited items in the mid-1980s. In an attempt to salvage the business, Neo Kiau self learnt how to cook beef. The stall name was Soon Lee Stew Beef (Firepot) then.

Unfortunately, in 2014, Neo Kiau had a stroke and that was when the business started to falter. Her son, Mr Edwin Tan, as the sole breadwinner of the family, decided to continue the family business. He used to work as a tour guide in Europe, but had to stop his tourism career since then. He is very particular about food. He has a great talent in cooking and even upgraded his culinary skills at the At-Sunrice Global Chef



Mr Edwin Tan of Soon Lee Stew Bee (Firepot) had upgraded his culinary skills at the At-Sunrice GlobalChef Academy.

牛二代的陈汉波曾在香阳环球厨师学院上课学艺，以提升烹饪技能。

Academy. Currently, Ms Tan Zi Xin, the daughter of Edwin, helps with marketing and promotion of the stall.

牛肉汤企业 一脉相传

该家族企业于1979年由陈顺风在恭锡路经营猪杂汤开始，当时，他的猪杂汤在当地居民中小有名气。之后，该地区的小贩摊位面临大规模搬迁，这个摊位搬到了目前的亚历山大村美食中心。

陈顺风去世后，他的媳妇张娘娇接手了生意。1980年代中期，因为猪血和猪肺一度不准上菜，张娘娇改而售卖牛肉汤；为了挽救生意，她自学熬煮牛肉汤。当时的摊位中文名称是品乳邑牛肉汤。

2014年，张娘娇不幸中风，业务开始滑坡。她的儿子陈汉波作为家里的顶梁柱，决定继续经营家族企业，他把摊位的中文名字改为“牛二代”。他曾在欧洲担任导游，但此后不得不停止旅游事业。陈汉波对食物非常讲究，他在烹饪方面拥有出色的天赋，甚至在香阳环球厨师学院上课学艺，以提升烹饪技能。目前，陈汉波的女儿陈梓欣协助牛二代的营销和推广工作。



Soon Lee Stew Beef (Firepot) 牛二代

Blk 120 Bukit Merah Lane, Alexandra
Village Food Centre #01-16,
Singapore 150120

Tai Seng Fish Soup

泰成鱼汤

Upholding cooking standard of fish soup

Mdm Chia Thor Kee started selling prawn noodles in 1968 by using a pushcart. The quality of her food attracted a huge group of regular customers. Throughout the years, she transitioned from a pushcart hawker to hawker that located in a hawker centre as per the Government policies at that time.

Along the way, Thor Kee changed to selling fish soup. The queues at her stall continued due to her insistence on high standard cooking. The stall name “Tai Seng Fish Soup” is named after her husband’s name “Tan Tai Seng”. Later, she passed down the business to her daughter Mdm Tan Chai Cheu who continued upholding the standard. After the retirement of Chai Cheu, her son Mr Cheong Pan Chee took over the business.

Thor Kee still oversees the production of their chili sauce personally and makes regular trips to Tai Seng Fish Soup to taste and test their fish soup to make sure that their standard does not compromise. In addition, Chai Cheu is at the stall for half



Mr Cheong Pan Chee, the 3rd-generation owner of Tai Seng Fish Soup, upholds cooking standard of the fish soup.

张鹏志是坚持高标准熬煮鱼片汤的泰成鱼汤第三代摊主。

a day daily to ensure that all aspects of the operations are done well.

坚持熬煮鱼片汤 的高标准

1968年，谢桃枝开始使用手推车售卖虾面，她的食物质量吸引了大批常客。在当时的政府政策下，她从手推车小贩变成了小贩中心内的正式小贩。

在经营的过程中，谢桃枝转而售卖鱼汤。由于她对高标准的坚持和她的烹饪技巧，她的摊位一直排着长队。“泰成鱼汤”中的“泰成”，取自她先生陈泰成的名字。谢桃枝后来把生意传给了她的女儿陈彩珠，后者继续坚持这个标准。陈彩珠退休后，她的儿子张鹏志接手经营摊位。

谢桃枝目前仍然亲自监督该摊位辣椒酱的生产过程，定时巡视摊位，品尝和检验鱼汤是否符合标准。陈彩珠虽然已经退休了，每天仍会花半天的时间到摊位查看，确保摊位的各项运作正确而顺畅。



Tai Seng Fish Soup
泰成鱼汤

3 Yung Sheng Road,
Taman Jurong Market &
Food Centre #03-145,
Singapore 618499

Singapore hawker listed in Japanese guidebooks



According to Mr Fong William, Tian Jin Fong Kee pioneered the Chinese dumpling business in Singapore.

据冯威廉称，新加坡的饺子买卖始创于天津冯记。

Tian Jin Fong Kee, which originated from Tian Jin City, China, was founded by Mr Fong Chee Yen. After he arrived Singapore from Tian Jin in 1948, he started the Chinese dumpling business in a coffee shop located at the Old Market Street. When the Singapore Government acquired the coffee shop in 1970, their business shifted to People's Park, where it has been operating since. Chee Yen's son, Mr Fong Lai Fook, took over the business subsequently.

Currently, Lai Fook's son, Mr Fong William, runs the stall at this market together with his wife, Ms Santina Tan Swee Siang. According to William, Tian Jin Fong Kee pioneered the Chinese dumpling business in Singapore. Initially, their customers were mainly sailors, pilots and flight attendants from all over the world, who have tasted and enjoyed Chinese dumpling overseas. Through word of mouth, locals were gradually introduced to eating Chinese dumplings. The authentic taste of Tian Jin Fong Kee's dumplings has also attracted many celebrities, especially those from overseas, and many have since become regular customers.

Tian Jin Fong Kee's dumplings were listed even in Japanese guidebooks since 1990s. This is not only part of the hawker stall's history, but also the pride of Singapore Hawker Culture as a whole.

名列日本指南的 新加坡小贩

天津冯记的源头是中国天津市，当时是由冯其云创立的饺子摊。1948年，冯其云从天津来到新加坡后，他在位于旧马吉街的一间咖啡店开创了饺子生意。当新加坡政府于1970年收购这间咖啡店时，天津冯记的业务转移到珍珠坊，此后一直在那里经营。过后，冯其云的儿子冯汉权接过了经营的棒子。

目前，冯汉权的儿子冯威廉和他的妻子陈瑞湘在这个小贩中心内经营一个摊位。据冯威廉介绍，新加坡的饺子买卖始创于天津冯记。最初，他们的客户主要是来自世界各地的水手、飞行员和空乘人员，他们之前已经在海外品尝和享用了饺子。通过口耳相传，本地人也逐渐吃起了饺子。天津冯记饺子的原汁原味也吸引了许多名人，尤其是海外名人，当中许多人从此成为常客。

自1990年代以来，天津冯记的饺子甚至被列入日本指南。这不仅是该小贩摊位历史的一部分，也是整个新加坡小贩文化的骄傲。



Tian Jin Fong Kee

天津冯记

49A Serangoon Garden Way,
Serangoon Market & Food Centre
#01-12, Singapore 555945

Whampoa Soya Bean

黄埔豆花水

Preserve fine tradition of soya bean drink

Whampoa Soya Bean & Grass Jelly Drinks is a well-known name among Singaporeans. Founded in 1968 by Mr Yap Koon Chye, the household brand has grown from strength to strength.

In order to make ends meet to raise his family of nine children, Koon Chye decided to become a hawker at the age of 40. He picked up the art of making authentic traditional soya bean drink from fellow immigrants from Southern China.

Prior to establishing his roots in Whampoa Hawker Centre in 1979, Koon Chye would ply the streets every day from dawn to dusk to peddle his hot and freshly-made soya drink on a tricycle. One can still trace the footprints of his soya bean trade in the early days along Dickson Road, Jalan Besar Stadium and Sungei Road.

Anyone can make a soya bean drink perhaps, but making a traditional first-class soya bean drink is an art that could only be honed through years of practice.

The mantle of Whampoa Soya Bean & Grass Jelly Drinks is now carried on by the next generation of the Yaps.



(From left) Ms Yap Hong Siang, Mr Yap Kwee Choon and Mr Yap Bak Chia are the 2nd-generation owners of Whampoa Soya Bean.

叶凤仙、叶奎春和叶木正是黄埔豆花水的第二代继承人。

三兄妹继承 豆花水父业



Mr Yap Koon Chye.
叶坤财。

黄埔豆花水自1979年在黄埔小贩中心开业，在这之前，是在德斯加路交叉路口摆摊，卖的是自家炮制的豆花、豆花水及仙草水。当年创业者叶坤财是来自中国潮州的一个小商贩，也即是现在黄埔豆花水摊主的父亲。

1968年，正当叶坤财年过40岁时，为了糊口，抚养一家九个孩子，当起小贩。所幸人缘好，在南来同乡的引荐下，学上了制作豆花的手艺。就这样，每天起早摸黑，推着三轮车，载着热腾腾的豆

花，沿街售卖。狄生路、惹兰勿刹和结霜桥都留下其售卖豆花的足迹。

制作豆花、豆花水并不难，但要求一等的传统口味就不是人人可以取而代之的。为了保持传统口味，黄埔豆花水的生意现在由叶家人继承。



Whampoa Soya Bean

黄埔豆花水

Blk 335 Smith Street, Chinatown
Complex Food Centre #02-14,
Singapore 050335

Xin Lu Fishball Noodle

新路潮州鱼圆粿条面汤

Customers are the driving force



The 3rd-generation owner of Xin Lu Fishball Noodle, Mr Yeo Kwong Yew, together with his mother, Mdm Tan Kua Lan, and sister, Ms Ann Yeo, are keeping the old taste in the memory of the old neighborhood of Queenstown.

新路潮州鱼圆粿条面汤第三代摊主姚光耀，与他的母亲陈玉兰和姐姐姚巧鸾，致力于守住女皇镇老街坊记忆里的老味道。

Yeo's family has been a hawker for three generations. Mr Yeo Kwong Yew's grandfather and father, Mr Yeo Hee Kiat, started out as street hawkers, selling fried kway teow, cockles and fishball noodles etc. In 1959, Hee Kiat delved into making fish balls with yellowtail and saury, and sold fishball noodles at a

roadside stall along Margaret Drive. In the 1970s, Xin Lu Fishball Noodle moved to Margaret Drive Hawker Centre.

Kwong Yew, the 3rd-generation stall owner, and his sister Ms Ann Yeo, have been helping out at their father's stall since childhood. Today, the siblings run their father's business together with two fishball noodle stalls. When Kwong Yew took over from his father, old customers and himself realised that the taste of his father's recipe has deteriorated. Kwong Yew then relied on his memory and found out from his father and uncles how they did the fishball noodles back then. Together, they brought the taste back with the confirmation by their old customers.

Despite the high price of raw materials, Kwong Yew insisted not to cut corners, and on using yellowtail and saury to make fishballs, with five fishballs per bowl of noodles. Inheriting his father's business of many years, customers are his driving force. Kwong Yew firmly believes that it is his responsibility to upkeep his father's brand and taste of how fishball noodles should be. After all, he and his family are not just selling fishball noodles, but the living memory of people staying in Queenstown.

顾客 是前进的动力

姚家三代都是小贩，祖父和父亲姚喜杰从街边小贩起家，卖过炒粿条、蚶、鱼丸面等。1959年，姚喜杰以黄尾鱼和西刀鱼自制鱼丸，在玛格烈通道的路边摊售卖鱼丸面。1970年代，新路潮州鱼圆粿条面汤迁入玛格烈通道熟食中心。

第三代摊主姚光耀和姐姐姚巧鸾从小就在父亲的摊位上帮忙。如今，姐弟俩一起继承父亲的生意，经营两个鱼丸面摊。姚光耀最初烹煮的鱼丸面口味和父亲不同，他费尽心思去与家人一起研究，甚至向老顾客收集反馈，努力寻找回味道，最后成功虏获食客味蕾。

尽管原料价格高涨，姚光耀坚持不偷工减料，也坚持使用黄尾鱼和西刀鱼制作鱼丸，每一碗面有五粒鱼丸。继承父亲生意多年，顾客是他前进的动力。姚光耀坚信，他会尽全力守住父亲的招牌和女皇镇老街坊记忆里的老味道。



Xin Lu Fishball Noodle

新路潮州鱼圆粿条面汤

Blk 159 Mei Chin Road,
Mei Ling Market & Food Centre
#02-05, Singapore 140159

Enterprising Hawker Awards

创业精神小贩奖



Winners 得奖者

48 Dove Desserts 小鸽子甜品屋

50 Jiao Cai Hotplate BBQ/Seafood 蕉财海鲜

52 Kueh Ho Jiak 糕好吃

54 Lagoon In A Bowl



Shortlisted Participants 入围者

- 56 Aminah's Prata
- 58 Grandmother Handmade Noodle 婆婆手工面
- 60 Jiang Nan Soya Bean 江南豆花水
- 62 Mei Heng Yong Tou Foo 美興酿豆腐
- 64 Ming Xin Gourmet 铭心咖喱卤肉菜饭
- 66 Shima's Kitchen
- 68 Tom's Cityzoom Mee Pok Tar 乡城鱼腩面
- 70 Tree Coconut Nasi Lemak 三颗椰子椰浆饭
- 72 Wild Olives

Dove Desserts

小鸽子甜品屋

Dessert stall with enterprising spirit



Ms Helen Lai Ai Lian, the owner of Dove Desserts, has never ceased to find ways to increase productivity.

小鸽子甜品屋摊主赖爱莲从未停止提高生产力的步伐。

This hawker stall was established by Mdm Chan Oh Yit as a porridge stall in 1970. In 2004, Oh Yit's daughter, Ms Helen Lai Ai Lian, took over the porridge stall and transformed it into Dove Desserts, a stall that sells traditional desserts of yesteryear, ranging from chendol, cheng tng, red bean soup, yam paste, ice kacang to bubor hitam. The chendol which is homemade by Helen was rare in those days.

It was hard work from the beginning. Helen spent more than six months perfecting a recipe, while innovating and creating new desserts, and travelling to Malaysia in search of the best natural ingredients. Helen's innovative and creative efforts paid off. Well-known food blogger, Dr Leslie Tay, labelled her chendol the "Heavenly Chendol!" on his blog. Dove Desserts was also significantly featured in both print and broadcast media for innovation and creativity.

Being enterprising is a strength of Dove Desserts. This dessert stall has never ceased to find ways to increase productivity and to improve further. It uses energy-saving equipment to shorten cooking time, adopts digital solutions, forms partnerships with 3rd-party delivery platforms to provide food delivery services to customers and places great importance on customer service.

锐意进取的甜品摊



这个小贩摊位最先是陈爱玉于1970年开设的粥摊。2004年，陈爱玉的女儿赖爱莲接管了粥摊，并将其改造成出售传统甜点的摊位——小鸽子甜品屋。小鸽子甜品屋售卖浆罗、清汤、红豆汤、芋泥、红豆冰、黑糯米，应有尽有。尤其是由赖爱莲亲手制作的浆罗，这在当时是少有的。

赖爱莲花了六个多月的时间完善食谱，并前往马来西亚寻找最好的天然食材；苦苦经营，同时创造新的甜点。赖爱莲的努力得到了回报，知名美食博主郑春茂博士在他的博客上将她的浆罗称为“美味无比的浆罗”。小鸽子甜品屋也因其显著的创造力而在印刷媒体和广播媒体中频频曝光。

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小鸽子甜品屋的强项是具有很高的创业精神。赖爱莲从未停止寻找提高生产力和进一步改进的方法，她使用节能设备以



缩短烹饪时间，采用数码化解决方案，与第三方外卖平台建立合作伙伴关系，为客户提供外卖服务，重视客户服务。



Dove Desserts

小鸽子甜品屋

Blk 22 Toa Payoh Lorong 7,
Kim Keat Palm Market & Food
Centre #01-21,
Singapore 310022

Infuse flavour to keep up with changing times

Mr Chew Chee Kiat is the 2nd-generation owner of Jiao Cai Hotplate BBQ/Seafood. He left his corporate job at a bank to help his mother, Mdm Neo Siew Hway, when he realised how difficult it was for Siew Hway to manage the stall on her own. He started to learn from his mother. Customers' compliments and the motivation of keeping the family business inspired him to stay on in the hawker trade.

Jiao Cai Hotplate BBQ/Seafood started 35 years ago at Woodlands Food Centre. The stall's recipes and cooking skills were brought from Malaysia to Singapore and have been improvised by Siew Hway over the years. Jiao Cai Hotplate BBQ/Seafood was one of the first few hawker stalls that started serving sambal BBQ stingray on hotplates in Singapore, and has been doing so for the past three decades.

Today, it is located at Yishun Park Hawker Centre. It continues to serve only fresh seafood on a hotplate that allows prolonged heat for the food and makes it a visual spectacle. The stall gets its seafood daily from a reliable supplier to ensure the freshness and quality. Its sambal chili and chinchalok, based on 40-year-old recipes, are homemade. The sambal



Mr Chew Chee Kiat, the stall owner of Jiao Cai Hotplate BBQ/Seafood, gets the seafood daily from a reliable supplier, to ensure the freshness and quality.

蕉财海鲜的摊主周志杰每天从可靠的供应商处获取海鲜，以确保其新鲜度和质量。

recipe is a family secret started by Chee Kiat's father in Penang. From there, Siew Hway improvised and tweaked the recipe to make it unique. It retains the original flavour while at the same time, infusing it to keep up with the changing times.

跟随时代的步伐注入必要的变化



周志杰是蕉财海鲜的第二代经营者。当他意识到母亲梁秀花独自经营摊位是多么困难时，他辞去了银行工作以帮助梁秀花，并开始向梁秀花学习。客户的赞美和保持家族企业的动力激励他继续从事小贩行业。

蕉财海鲜始于35年前的兀兰美食中心，摊位的食谱和烹饪技巧从马来西亚带到新加坡，多年来由梁秀花创制。蕉财海鲜是新加坡最早在电炉上供应叁巴烧烤黄貂鱼的小贩摊位之一，并且在过去的30余年里一直这样做。

今天，蕉财海鲜位于义顺公园小贩中心。它继续在电炉上供应新鲜的海鲜，以便长时间加热食物并使其色香味俱全。蕉财海鲜每天从可靠的供应商处获取海鲜，以确保其新鲜度和质量。它的叁巴辣椒和



真加罗虾酱是基于40年的自制食谱。叁巴食谱是传承自志杰父亲的檳城秘方，梁秀花借鉴调整了食谱，使其成为具有自己特色的食谱。蕉财海鲜在保留原汁原味的同时，也跟随时代的步伐注入必要的变化。



**Jiao Cai Hotplate BBQ/
Seafood 蕉财海鲜**

**51 Yishun Ave 11, Yishun
Park Hawker Centre #01-39,
Singapore 768867**

From traditional kueh to home-grown brand



Kueh Ho Jiak is operated by a mother-daughter team Mdm Sandy Tan Puay Puay and Ms Elizabeth Chan. They transformed and modernised the age-old traditional kueh-making business and made it a home-grown brand today that is favoured by many local famous personalities. Sandy comes from a family that has been in the food business. She has culinary skills for many types of local cuisine, such as Nonya kueh that piqued her interest most.

Aware that the kueh-making trade is losing favours with the younger generation, Elizabeth, who is experienced in marketing, knew that to appeal to younger customers without losing the support from older customers, Kueh Ho Jiak needs to upgrade the “instagrammable” factor of their kueh and to ensure only fresh natural ingredients are used for the kueh. Elizabeth left her marketing job to join Sandy at Kueh Ho Jiak.

The kueh at Kueh Ho Jiak are visually appealing and delightful to the taste. While kueh makers tend to use the “tortoise” mold to make ang ku kueh, Kueh Ho Jiak uses cute, less common and more creative mold designs such as teddy bear, fish and flower. At Kueh Ho Jiak, each kueh is hand crafted and freshly made daily with natural ingredients.

The mother-daughter team of Kueh Ho Jiak, Mdm Sandy Tan Puay Puay and Ms Elizabeth Chan, transformed and modernised the age-old traditional kueh-making business and made it a home-grown brand today.

粿好吃的母女团队陈佩佩和陈韻好成功地把传统糕点制作业务现代化，使之成为一个本土品牌。

从传统红龟粿到本土品牌



粿好吃的经营者是一对母女陈佩佩和陈韻好。母女同心，其利断金，她们成功地把传统糕点制作业务现代化，使其成为目前的本土品牌，受到许多名人的青睐。

陈佩佩来自一个从事食品行业的家庭，她善于烹饪多种本土美食，例如最能引起她的食欲的娘惹粿。

陈韻好知道做粿的行业正在失去年轻一代的青睐，在营销方面经验丰富的她也深知，要在不失去老客户支持的情况下吸引年轻客户，粿好吃需要升级社交媒体的产品照片曝光度，并确保粿只使用新鲜的天然成分。陈韻好辞掉了营销工作，加入母亲的团队，在粿好吃工作。

粿好吃的粿在视觉上很吸引人，而且



味道令人愉悦。其他粿制造商倾向于使用红龟粿模具来制作红龟粿，但粿好吃使用可爱、不常见且更具创意的模具设计，如泰迪熊、鱼和花。在粿好吃，每一个粿都是手工制作，每天都是用天然食材新鲜制作的。



Kueh Ho Jiak 粿好吃

**Blk 6 Tanjong Pagar Plaza,
Tanjong Pagar Plaza Market
& Food Centre #01-20,
Singapore 081006**

Food concept of Japanese-Western rice bowl



Mr Zilch Ng Poh Hian of Lagoon In A Bowl is offering unique food concept to customers in the Central Business District.

黄宝贤的Lagoon In A Bowl旨在为中央商业区的上班族顾客提供独特的美食概念。

Located at Amoy Street Food Centre, Lagoon In A Bowl is a hawker stall set up by Mr Zilch Ng Poh Hian, who used to work in the information technology industry. Lagoon In A Bowl offers a unique food concept to customers in the Central Business District though the Japanese-Western fusion rice bowl made up of butterfly pea and mentaiko salmon and is extra healthy, fast serving and instagrammable. The dish is popular with millennials for featuring trending ingredients and flavours like the blue butterfly pea-cooked rice and mentaiko mayo on the salmon.

Initially, many customers felt that butterfly pea and mentaiko salmon bowl is not a traditional hawker food, and it is also more expensive. But after they tried the food, they thought it is worth the money, and they became regular customers. Zilch believes that till now, the blue pea bowl at Lagoon In A Bowl is one of its kind in Singapore. Being enterprising to offer healthy yet delicious food at affordable prices is indeed the way to go.

Lagoon In A Bowl offers island-wide delivery services by engaging Comfort taxi drivers to make the deliveries to provide income for the drivers as well as to sustain the business of Lagoon In A Bowl during COVID-19 pandemic.

结合日式和西式美食概念



Lagoon In A Bowl位于厦门街美食中心，是从资讯科技业转行的黄宝贤创立的小贩摊位，旨在为中央商业区的上班族顾客提供独特的美食概念。该摊位的招牌菜结合日式和西式美食概念，是用蝴蝶豌豆着色的亮蓝色明太子三文鱼盖饭，特别健康，上菜速度快，而且在社交平台上的可晒度极高。这道招牌三文鱼盖饭受到年轻人的欢迎，因为它采用流行的配料和口味，包括蝴蝶豌豆和亮蓝色明太子蛋黄酱。

起初，很多顾客觉得三文鱼盖饭不像传统的小贩食物，而且也比较贵。但他们试了盖饭后，就认为该摊位的食物物有所值，而成了回头客。黄宝贤相信，直到现在，Lagoon In A Bowl的三文鱼盖饭在新加坡是独一无二的；以实



惠的价格提供健康又美味的食物，是可行之道。

Lagoon In A Bowl通过聘请康福德士司机提供全岛送货服务，为司机提供收入，使得该摊位在冠病疫情期间仍然可以维持营业额。

 **Lagoon In A Bowl**
7 Maxwell Road, Amoy Street Food Centre #01-48, Singapore 069111

Food with authenticity and love



Aminah's Prata is set up by Mr and Mrs Sarthar Ahmad Bin Meerasah 15 years ago.

Aminah's Prata是Sarthar Ahmad Bin Meerasah 夫妇在15年前创立的。

Established in 2007, Aminah's Prata is selling roti prata, briyani and goreng. According to the stall owner Mdm Aminah Binti Abdul Rajah, in order to maintain the authenticity of their main products which are the dough and curry, they prepare these items freshly daily. They can ensure that their taste is different and unique from other stalls.

Aminah's husband, Mr Sarthar Ahmad Bin Meerasah is proud that since they set up the stall 15 years ago, their customers always gave them positive compliments and remarks on the taste of their products. To suit the customers' needs, they also onboard several platforms for delivery services.

"Aminah's Prata" is named after Aminah. It showcases the high level of love between the stall owner couple.

口味纯正 且充满爱的食物

Aminah's Prata创立于2007年，主要销售印度煎饼、印度香饭和马来煮炒。据摊主Aminah Binti Abdul Rajah说，为了保持他们主要产品——面团和咖喱的纯正性，他们每天都准备这些新鲜食材。他们可以确保口味与其他摊位不同。

令Aminah的丈夫Sarthar Ahmad Bin Meerasah感到自豪的是，自从他们在15年前设立摊位以来，他们的客户总是对他们的产品口味给予积极的赞美和评价。为了适应客户趋势，他们还与多个外卖配送平台合作，提供食物配送服务。

这个摊位名称“Aminah's Prata”是以Aminah的名字命名的，夫妻档的恩爱程度由此可见一斑。



Aminah's Prata

Blk 117 Aljunied Ave 2,
Geylang East Centre Market
& Food Centre #01-44,
Singapore 380117

Flexibility to adapt to customers' tastes



Mr Christopher Wong Kong Kiong of Grandmother Handmade Noodle believes that the professional ethics of a chef is to know how to be flexible.

婆婆手工面的摊主黄光强认为，厨师需要懂得变通。

Established in 2015 by the stall owner Mr Christopher Wong Kong Kiong,

Grandmother Handmade Noodle gives customers a variety of choices in order to increase sales from the beginning. Their customers can choose among mee hoon kueh, ban mian, thin noodles, rice vermicelli, kuey teow and mee sua. In term of soup, they can choose dry, normal soup or tom yum soup.

Under the allowance given by NEA, Christopher purchased a relatively large steamer to sell some steamed products, such as steamed fish head with soy bean paste, steamed spare ribs, stewed soup, steamed chicken with black fungus, salted fish patties etc. These are the traditional, healthy, authentic and popular dishes. The large steaming cabinet simplifies their work process, speeds up the cooking time and improves their productivity.

Through years of experience in operating the hawker industry and observing the needs and preferences of the customers based in the nearby heartlands, they are able to add or improve their menu to suit the tastes of their customers. Christopher believes that the professional ethics of a chef is to be flexible, to accept new things and knowledge, to strive to improve one's own shortcomings, and to adapt to future changes.

灵活变通以适应 顾客口味转换

黄光强在2015年创立了婆婆手工面。自开始营业以来，该摊位便售卖多样化的面食以提高营业额。例如，顾客们可以选择面粉粿、板面、幼面、米粉、粿条或面线。在汤料方面，顾客们可以选择干捞、汤、冬阴功汤。

在国家环境局的津贴下，黄光强购买了一台大型蒸柜，以便售卖一些蒸煮食物，例如：豆豉蒸鱼头、蒸排骨、炖汤、云耳蒸鸡、咸鱼肉饼等。它们都是一些比较传统、健康、原汁原味又广受喜爱的菜色。这台蒸柜简化了工作流程，加快了出菜的时间，从而提高了摊位的生产力。

婆婆手工面的独特之处在于，通过多年经营小贩行业的经验和观察附近邻里的顾客群的需要和喜爱，能够随时增加或改良菜色，以迎合顾客的口味。黄光强认为，厨师需要懂得变通，需要接受新的事物和知识，努力改进自己的不足之处，以顺应未来的变化。



Grandmother Handmade Noodle
婆婆手工面

Blk 22 Toa Payoh Lor 7, Kim Keat
Palm Market & Food Centre #01-12,
Singapore 310022

Transformation of mentality and method



Ms Tang Linjuan of Jiang Nan Soya Bean believes that new elements are available for more age groups to choose from, which is the trend of the market now. She is assisted by her husband Mr Jiang Wei.

江南豆花水的汤琳娟认为，新元素可供更多年龄层的顾客选择，这是市场的大趋势。她的先生江唯协助她经营。

Set up by the stall owner Ms Tang Linjuan in 2014, Jiang Nan Soya Bean is selling soya bean drink, beancurd dessert, grass jelly drink, grass jelly, tangyuan and sugarcane juice. They use an electric grinder to replace the time-consuming and labour-intensive grinding of soya

beans by hands, and ensure that the original taste of traditional soya bean grinding is maintained. A variety of novel combinations have been carried out on traditional tastes to provide diners with more choices.

They joined WhyQ, Hungry Panda, Grab, Food Panda and various takeaway platforms to facilitate customers to order. They adopted digitalisation and multiple payment methods to keep pace with the times.

The stall specially selected Canadian non-transformed solid soya beans with accurate grinding process. The grass jelly is also carrying its unique taste that has been adjusted. Customers can choose their favourite flavours such as ginkgo, lotus seeds, red beans, pearls, coconut nuts, longan, sea coconut and ata seeds.

Linjuan believes that new elements are available for more age groups to choose from, which is the trend of the market now. The food delivery platforms have gradually increased their steady source of customers. In addition, digital technology and cashless e-payment modes will slowly replace cash payment.

改变传统思维 以顺应时代趋势

江南豆花水是由汤琳娟在2014年创立的，售卖豆花、豆花水、仙草水、仙草冰、汤圆和甘蔗水。该摊位以电动磨豆机取代耗时费力的手磨黄豆法，同时保证传统黄豆磨浆的原汁原味。汤琳娟在传统的口味上进行了多种新颖搭配，以便食客能有更多的选择。

此外，他们加入了WhyQ、Hungry Panda、Grab和Food Panda等多种外卖平台，方便顾客订购。数码化和多种电子付款方式的采用，也显示该摊位与时俱进的思维。

江南豆花水特选加拿大非转基因黄豆，磨浆过程精确。仙草也是自家调整过的独一无二的口感。顾客可以加入自己喜欢的口味，例如白果、莲子、红豆、珍珠、椰果、龙眼、海底椰、亚答子。

汤琳娟认为，新元素可供更多年龄层的顾客选择，这是市场的大趋势。外卖平台已逐渐增加稳定的客源，数码化科技和无现金支付方式将逐渐取代传统的现金支付方式。



Jiang Nan Soya Bean

江南豆花水

Blk 49 Sims Place, Sims Vista
Market & Food Centre #01-57,
Singapore 380049

Mei Heng Yong Tou Foo

美興釀豆腐

Seize the tastebuds of the customers

Mei Heng Yong Tou Foo was set up by Mdm Chin Nyet Mei in 2003. She uses advanced technology to automatically raise and lower the temperature of the oven. This not only saves cooking time, but also preserves the original flavour of the food, allowing customers to eat more nutritious food.

Their ingenious signature highlights attract customers to come, and Nyet Mei regularly created new flavours of food, so that customers can have more choices, and their tastebuds and attention can be appealed to. In order to keep pace with customers' consumption tendency, Nyet Mei adopted cashless e-payment modes, which are not only hygienic but also save her time from finding change. The stall provides food delivery service to all corners of Singapore, and also set up a takeaway platform to expand business volume.

The stall name "Mei Heng Yong Tou Foo" is a combined name of Nyet Mei and her husband Mr Goh Bee Heng. Both of them are working at the stall and contributing towards Singapore Hawker Culture together.



The stall name "Mei Heng Yong Tou Foo" is a combined name of Mdm Chin Nyet Mei and her husband Mr Goh Bee Heng.

“美興釀豆腐”的名字取自陈月美的“美”以及她先生吴美興的名字中的“興”。

紧抓顾客的 味蕾

美興酿豆腐是由陈月美在2003年创立的。她采用以先进技术研发的自动升降气温面炉,在节省烹饪的时间的同时,还能让顾客吃到更有营养的食物。

该摊位别出心裁的招牌亮点不时吸引着顾客前来,定期创意烹调新口味的食物,让顾客多一些选择,紧紧地抓住顾客的味蕾与注意力。

为了顺应顾客的消费倾向,陈月美采用无现金电子支付方式,既卫生又免除了她找零钱的时间。此外,这个摊位提供外卖配送服务,把食物配送到新加坡各个角落,以及设立外卖平台扩展生意。

“美興酿豆腐”的名字取自陈月美的“美”以及她先生吴美興的名字中的“興”,夫妇俩一起在摊位上打拼,一起发扬新加坡小贩文化。



Mei Heng Yong Tou Foo
美興酿豆腐

Blk 22 Toa Payoh Lorong 7, Kim Keat
Palm Market & Food Centre #01-22,
Singapore 31022

Well-trained and get ready



Mr Ben Kok Kin Foo of Ming Xin Gourmet has working experience in F&B industry since 1999.

铭心咖喱卤肉菜饭郭景富拥有超过20年的餐饮业经验。

Ming Xin Gourmet was set up by Mr Ben Kok Kin Foo in 2019 to sell curry, braised pork and mixed vegetable rice. Before setting up this stall, he had been working for a F&B group since 1999, and he was an outlet manager in one of the companies of the group. He worked hard for his vision and took over from his last company and ran a stall very successfully

with passion and dedication.

Ben trains his staff well with his years of experience in cooking methods and makes sure things work up to his expectations. He also prepares them for his new outlet. Ben's well-trained staff are ready to take over any new outlet that comes by. They will assist Ben to run and expand business in the future.

训练有素 整装待发

郭景富在2019年创立铭心咖喱卤肉菜饭，该摊位售卖咖喱、卤肉和杂菜饭。在自立门户之前，郭景富拥有超过20年的餐饮业工作经验，并在创业之前的那家公司担任分店经理。他勤奋工作，立下目标后积极朝着目标前进，并



从前公司那里顶下一个摊位。目前，他以高度的热情和献身精神打理业务，业务进展顺利。

郭景富凭借多年来在食物烹煮上的经验，培训员工自有一套。一切都朝向他

所期待的方向进行。他也准备派遣员工担任新摊位的要职。他训练有素的员工正随时准备在新摊位上担任要职，未来，他们将协助郭景富经营新据点和扩大业务。



Ming Xin Gourmet

铭心咖喱卤肉菜饭

2 Bukit Panjang Ring Road, Bukit
Panjang Hawker Centre #01-25,
Singapore 679947

Develop new cuisines based on the need of customers

Mr Kamsol Bin Ahmad set up Shima's Kitchen in 2014 to sell nasi padang. At the beginning, choices of cuisine did not cater to any specific group of customers. For example, Shima's Kitchen used to cook sambal petai only among other dishes. After learning and observing the dining patterns of their customers, Shima's Kitchen expanded the range of their petai choices to petai

prawns, petai anchovies, fish and petai etc, to satisfy the tastebuds of their customers.

Compared with other hawker stalls who don't usually cater flexibility of dishes to their consumers' tastes, Shima's Kitchen works differently. It is definitely sustainable as Shima's Kitchen can continue to enhance the options based on what their consumers want.

Sustainability is possible as Shima's Kitchen's chef has the ability to provide dishes based on consumers' tastes. The



Mr and Mrs Kamsol Bin Ahmad of Shima's Kitchen have been learning and observing dining patterns of their customers.

Shima's Kitchen的Kamsol Bin Ahmad夫妇不断研究和观察顾客的餐饮喜好。

stall explores new dishes on demand and this keeps their consumers happy and come back for more.

按顾客需求 研发新菜式

Kamsol Bin Ahmad于 2014 年设立 Shima's Kitchen 以出售巴东饭。起初，这个摊位的菜色并没有迎合任何特定的顾客群。例如，Shima's Kitchen 过去只在众多菜肴中烹制一种叁峇臭豆，在研究和观察顾客的餐饮喜好后，Shima's Kitchen 将臭豆的烹煮搭配范围扩大到臭豆虾、臭豆凤尾鱼、鱼和臭豆等，以满足顾客的味蕾。

与其他通常不根据顾客口味而提供菜肴灵活性的小贩摊位相比，Shima's Kitchen 的做法恰恰相反。这绝对是可持续的，因为 Shima's Kitchen 可根据顾客需求继续调整菜色。

永续经营并非不可能，因为 Shima's Kitchen 的厨师有能力根据顾客的口味提供菜肴。他们按需求研发新菜式，这将使其顾客满意并再次光顾。



Shima's Kitchen

44 Holland Drive, Holland Drive
Market & Food Centre #02-12,
Singapore 270044

Use social media platforms creatively

Mr Tom Loo Boon Kiat of Tom's Cityzoom Mee Pok Tar has been very passionate about cooking mee pok for the past 14 years. He is a very innovative hawker and that is why he created this stall name. In addition, Tom also developed a culture of using his food and personality to bring happiness to his customers.

Every morning, there will be a long queue at his stall that Tom runs with his mother Mdm Kee Siew Lian. He uses social media such as Facebook, Instagram and TikTok very creatively, where he often sings and dances and is not afraid to be bold and share his joys and moments being a hawker. Tom has many fans and also has his own T-shirt and Tote Bag for his followers.

Most importantly, Tom has a heart for the environment, switching to use the biodegradable takeaway bowl during 2020 Circuit Breaker period when no dine-in was allowed and can do takeaway only. He keeps his mee pok affordable at \$3.50 per bowl and takeaway at 20¢ more although the biodegradable bowl costs much more.



Mr Tom Loo Boon Kiat of Tom's Cityzoom Mee Pok Tar has a heart for the environment.

乡城鱼脞面的摊主卢文杰有一颗爱护环境的心。

创意使用 社交媒体平台

在过去的14年里，乡城鱼脍面的卢文杰一直非常热衷于烹饪面薄。他是一个非常有创意的小贩，这就是他取这个摊位名称的原因。此外，卢文杰还建构了一种以他所准备的食物和个性为顾客带来快乐的文化。

每天早上，卢文杰和妈妈纪秀莲一起经营的这个摊位前都会排长龙。他非常有创意地使用脸书、Instagram和抖音等社交媒体，他经常在那里唱歌和跳舞，并且大胆地分享他作为小贩的快乐时刻。他有很多粉丝，他还为他的粉丝准备了独有T恤和手提包。

最重要的是，卢文杰有一颗爱护环境的心，在2020年冠病病毒阻断措施实施期间，不能堂食，只能外卖，他改用可生物降解的外卖碗。他将面薄保持在每碗3元5角的价格，而外卖的价格保持在多两角钱的水平，尽管可生物降解的碗在价格上要贵得多。



Tom's Cityzoom Mee Pok Tar
乡城鱼脍面

Blk 20 Ghim Moh Road, Ghim Moh
Market & Food Centre #01-11,
Singapore 270020

Tree Coconut Nasi Lemak

三颗椰子椰浆饭

Aim to inspire young hawkerpreneurs



Ms Charlene Ong Mei Cheng of Tree Coconut Nasi Lemak strives to success with hawkerpreneurship.

三颗椰子椰浆饭的王美成立志成为小贩企业家。

Established by Mr Ong Chin Heng and his daughter Ms Charlene Ong Mei Cheng, a young hawkerpreneur in 2018, Tree Coconut Nasi Lemak started at a quiet corner of a hawker centre. Now, it is ran by Charlene and famous for good nasi lemak. Its business was badly affected by COVID-19 in 2020, but rebounded after she set up a delivery platform.

Tree Coconut Nasi Lemak catered for

The Fullerton Hotel Singapore's buffet event in 2021. It was nominated as one of the top 100 Favourite Hawkers by Singapore Mint and The Straits Times Top 4 Nasi Lemak. Highly recommended by food bloggers, YouTubers, garnering more than 200,000 viewers. Charlene launched her own delivery platform at no cost, and aided some neighbouring hawker stalls by collaborating with them to provide Muslim food and drinks for offices. Charlene appeared in various media as host for food viewers and live-cast at YouTube and EatBook. Charlene also aims to be an inspirational figure to young hawkerpreneurs.

Charlene stressed that their delivery platform reduces third-party commission. It provides more flexibility with pick-up timing and special instructions. With its own platform, it is able to communicate and maintain good relationships with customers, understand each consumer's needs and the demographic the stall is more appealing to. Moving forward with the current COVID-19 situation and busier work schedule, people are more inclined to dine at home or some will become reliant on delivery. Hawkers have to adapt to changes and able to accept bulk orders and arrange own delivery fleet. Payment mode is a lot easier via contactless payment. Accounting and sales will also be easier through off-the-shelf solutions.

立志激励 年轻的小贩企业家

2018年，王振兴和他的女儿
王美成创立三颗椰子椰

浆饭，当时摊位是位于小贩中心的一个安静角落。目前，三颗椰子椰浆饭由王美成接手经营，并以优质的椰浆饭闻名。2020年，这个摊位的业务受到冠病疫情的严重打击，但通过建立自己的交付平台，生意有所好转。

2021年，三颗椰子椰浆饭承办富丽敦酒店的自助餐活动。它被新加坡铸币厂提名为最受欢迎的100家小贩之一，并成为《海峡时报》前四名椰浆饭摊之一。美食博主、YouTube强烈推荐，拥有超过20万名观众。王美成推出自己的外卖平台，并与一些邻近的小贩摊位合作，为白领阶层提供马来食品和饮料。王美成还担任美食媒体的主持人，并在TouTude、美食网站EatBook进行现场直播。她意在鼓舞人心，以激励年轻的小贩企业家。

王美成强调，其外卖平台减少了第三方佣金的成本，在送货时间和特殊说明上提供了更大的灵活性。通过自己的平台，摊位经营者能够与客户沟通并建立关系，了解每个消费者的需求以及对小贩更



有吸引力的特定人群。随着当前的冠病疫情形势和更繁忙的工作进程，人们更倾向于在家用餐，或者依赖外卖。小贩必须适应变化，能够接受大批量订单并安排自己的送货车队。通过无现金支付方式，支付要容易得多，会计和销售也将更方便。



Tree Coconut Nasi Lemak
三颗椰子椰浆饭

166 Jalan Bersah, Bersah Food
Centre #0127,
Singapore 208877

Setting restaurant western food standard for hawker centres



Mr Loh Wai Hoh of Wild Olives brings restaurant western food standard with modern concept into hawker centre at affordable pricing. He is assisted by his wife Ms Gladys Ho.

Wild Olives的卢伟豪以经济实惠的价格，为小贩中心树立餐馆西餐水准。他的太太何清清协助他经营。

Set up by Mr Loh Wai Hoh in 2018, Wild Olives brings restaurant-worthy

western food with modern concept into hawker centre at affordable pricing, and came out with out-of-the-box western food that is generally different from others. With hard work and innovation, they manage to attract and retain a lot of customers from different places.

Their initiatives are unique as they manage to keep their prices affordable and huge food portion as compared with restaurants, to gain their customers' loyalty.

With a sense of loyalty, their customers keep coming back to patronise. The stall also has different types of food for their customers to mix and match.

Wai Hoh believes that retaining the current prices and food portion and standard of food will keep the customers satisfied and thus maintain the customers' base, and the wide variety of unique dishes will serve to suit their many different customer' tastebuds.

为小贩中心树立 餐馆西餐的高标准

2018年，卢伟豪创立了小贩摊位 Wild Olives，以经济实惠的价格将现代概念的餐馆水准西餐带入小贩中心，并推出了与众不同的西餐菜色。通过努力工作和不断创新，他们成功地吸引并留住了来自不同业界的大批客户。



他们的构想是独特的，因为与餐厅相比，他们设法保持价格实惠且大的食物份额，以赢得客户的支持。凭借这种忠诚度，他们的客户不断地回来惠顾。这个摊位还有许多不同类型的食物可供顾客混合搭配。

卢伟豪相信，保持目前的价格、食物份额和食物标准，将使顾客满意，从而保持顾客群，而种类繁多的独特菜肴将满足许多不同顾客的味蕾。

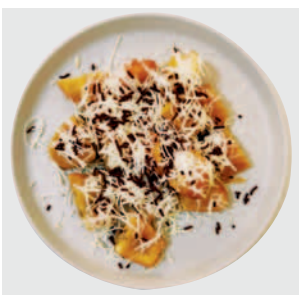


Wild Olives

110 Pasir Ris Central, Pasir Ris
Central Hawker Centre #02-19,
Singapore 519641

Promising New Hawker Awards

潜力小贩奖



Winners 得奖者

76 Brostern

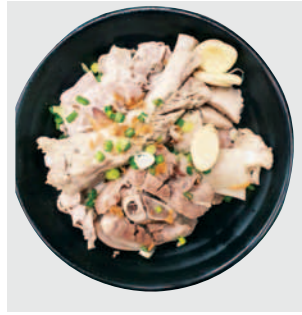
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- 92 Hoe Peng Fried Hokkien Prawn Mee 禾萍炒福建虾面
- 94 Ice On You 爱上你
- 96 Man Man Chi 慢慢吃
- 98 Monan Pork Soup 莫南猪肉汤

Bring harmony to the heartlands

Young and enthusiastic Mr Roimy Tan started his business in 2020 by setting up Brostern with an ultimate mission and vision. He hopes to bring harmony to the heartlands by selling cheap and good food to the residents. With the amount of support from everyone who learned about their movement, they were patronised by many supporters one week within the opening.

With this sincere intention, Brostern has lifted the atmosphere in Ci Yuan Community Centre. Since then, they were featured in various media platforms such as Berita Harian, Suria, Channel NewsAsia and Lianhe Zaobao on interviews like how they could help the old generation hawkers to earn more through information technology like delivery food platforms.

A group of young university students came to learn about the experience of being a new entrant in the hawker scene. They are honoured to be invited by an association to share their journey during the COVID-19 outbreak period and how they help to bring extra income to the affected neighbouring hawkers.

In conclusion, Brostern is always looking into ideas how to give back to the



Mr Roimy Tan of Brostern (left) together with his elder brother Mr Raimy Tan (centre) and partner Mr Khairul Sulaiman hope to bring harmony to the heartland by selling cheap and good food to the residents.

陈罗尼(左)和他的哥哥陈莱尼(中)及合伙人Khairul Sulaiman希望通过出售价廉物美的西餐给居民的方式，为邻里带来一片和乐。

community and lending help to those in need.

为邻里带来一片和乐



陈罗尼在2020年创立Brostern, 这个小贩摊位从一开始就已经制定其愿景, 即出售价廉物美的西餐, 为邻里带来一片和乐。当顾客们知道摊主的创业意图时, 便在摊位开幕前的一个星期前

来光顾用餐。

带着这份真诚的心意, Brostern为茨园民众俱乐部增添了气氛。此后, 他们在马来文报纸《每日新闻》、新传媒电视《朝阳》《亚洲新闻台》和《联合早报》等多家媒体接受采访, 课题包括如何通过外卖平台等信息技术帮助老一代小贩赚取更多收入。

此外, 一群年轻的大学生向该摊位学习作为小贩新手的经历。Brostern很荣幸受邀出席社团所主办的座谈会, 分享他们如何在冠病疫情暴发时渡过难关, 以及



他们如何帮助受影响的邻近小贩带来额外收入。总之, Brostern一直在研究如何回馈社区, 并随时准备向有需要的人士伸出援手。



Brostern

51 Hougang Ave 9, Ci Yuan
Hawker Centre #01-39,
Singapore 538776

Social enterprise run by a lawyer-hawker



Ms Madeline Chan Yuen Hun started Mad Roaster as a means to earn money to support refugees in Thailand.

陈婉娴创立Mad Roaster的目的在于赚钱支援泰国难民。

Mad Roaster was established by Ms Madeline Chan Yuen Hun in 2020 to sell coffee and toast (brioche). Madeline started this stall as a means to earn money to support refugees in Thailand. After a year as a refugee lawyer in Bangkok, she felt a calling to help refugees who have no opportunity to earn a livelihood to support themselves. The refugees colour their art on the stall's logo stickers and they earn 50¢ for each cup sold.

Since its start, the stall has built up its customers' base. The stall is well-

known for its good espresso-based drinks, delicious chocolate babka, signature honey butter latte and matcha latte. After starting the stall at Amoy Street Food Centre, Madeline started a café at Depot Road.

The unique selling point of Mad Roaster is the stall offers specialty coffee-based drinks and high-laminated brioches at competitive prices. Mad Roaster has been featured in various articles in 8 Days, EatBook, Kris Flyer, Miss Tam Chiak, SethLui, Today, Her World, Salt & Light and video interview by Seth Lui.

律师小贩经营社会企业



2020年，陈婉娴创立Mad Roaster这个小贩摊位以销售咖啡和吐司(奶油蛋卷)。为了赚钱支援远在泰国的难民，陈婉娴决定开设这个摊位。在曼谷当了一年难民律师后，她感受到泰国难民需要金钱上的援助远超法律服务。难民们在Mad Roaster的标志贴上涂上艺术品，每卖出一个杯子，难民就能赚五角钱。

自开业以来，Mad Roaster成功建立了其客户群。这个摊位以其浓缩咖啡饮料、美味的巧克力巴布卡、招牌蜂蜜黄油拿铁和抹茶拿铁而闻名。在厦门街熟食中心开摊后，陈婉娴在德普路开了一间咖啡座。

Mad Roaster的独特卖点是，该摊位以具有竞争力的价格提供特色咖啡饮料和高层压奶油蛋卷。Mad Roaster 已在



多篇文章中得到正面报道，包括英文媒体8 Days、EatBook、Kris Flyer、Miss Tam Chiak、SethLui、Today、Her World、Salt & Light 和 Seth Lui 的视频采访。

Mad Roaster
7 Maxwell Road, Amoy Street
Food Centre #02-107,
Singapore 069111

97 Nasi Lemak

97 马来风光椰浆饭

A passionate hawkerpreneur



Ms Ellis Phua Tin Peng of 97 Nasi Lemak is determined to help proliferate the hawker culture to all races by way of nasi lemak.

97马来风光椰浆饭的潘先萍立志通过椰浆饭，协助将小贩文化发扬光大。

97 Nasi Lemak was set up by Ms Ellis Phua Tin Peng to sell nasi lemak and economic bee hoon. Leveraging on more than a decade of food and beverage operational experience, Ellis participated in NEA Hawkers' Development Programme in 2020 and underwent the training stage at Asia Culinary Institute Singapore, apprenticeship under Ms Jackie Tham of Hon Ni Kitchen, and completed the whole programme in April 2021.

With the support from that programme, Ellis is now able to share her "inspired-by-mum" rendition of the national dish with others – using only quality ingredients at affordable hawker prices. Her business is thriving with many return customers from different races,

including Malays and Indians. Although Ellis only started business in December 2020, her nasi lemak is already selling more than 400 plates daily on weekdays and 500 plates daily on weekends.

The food of 97 Nasi Lemak are halal certified. The stall has expanded another adjoining stall with added varieties of food which customers can choose to add on top of the standard set menu.

As a passionate hawkerpreneur, Ellis appreciates the Government's effort to promote hawker culture and preserve the unique heritage that is an integral part of the way of life for Singaporeans. She is determined to help proliferate the hawker culture to all races by way of nasi lemak.

充满热忱的小贩企业家



97 马来风光椰浆饭是由潘先萍设立以出售椰浆饭和经济米粉。凭借十多年的餐饮运营经验，潘先萍在2020年报名参加国家环境局的小贩培训计划，并在亚洲烹饪学院接受培训，师从红泥小厨的谭火妹，并在2021年4月完成整个计划。

在该计划的支持下，潘先萍现在能够使用优质食材，以实惠的小贩价格，与其他人分享她的“受妈妈启发”的本土菜肴。她的生意蒸蒸日上，有许多不同族群的回头客，包括马来人和印度人。虽然潘先萍直到2020年12月才开始营业，但她的椰浆饭已经在周日每天卖出400盘，周末每天卖出500盘。

97马来风光椰浆饭的食物获得清真认证。潘先萍在原摊位的基础上扩租另一个



隔邻摊位，增加了食品种类，顾客可以选择在标准套餐菜单上添加菜色。

作为一个充满热忱的小贩企业家，潘先萍赞赏政府为保存小贩文化遗产、促进小贩文化所做的努力。她立志通过椰浆饭协助将小贩文化发扬光大。



97 Nasia Lemak

97 马来风光椰浆饭

**Blok 51 Old Airport Road,
Old Airport Road Hawker Centre
#01-96/97,
Singapore 390051**

Traditional dessert transformed to modern dish

With years of hawker experiences combined with their education in Paralegal Studies and International Business Management respectively, Mr Sheikh Abdul Muhaimin Baledram and his wife, Mdm Nur'azizah Ibrahim, set up O'Brain Express to sell halal fried fritters and traditional fried desserts. The signature dish of O'brain Express is choco cheese banana, which is different from the traditional pisang goreng. The stallholders added on chocolate rice, condensed milk and shredded cheese on the fried banana in serving hot. This modern dish which transformed from the traditional dessert attracts customers from all age groups. The sweetness of milk, bitterness of chocolate and salty of the shredded cheese match perfectly with the hot fried banana.

The O'brain Express took part in the event organised by Our Tampines Hub named What's for Lunch. They cooperated with Our Tampines Hub for promoting their creative dish to the public.

To further enhance their services, they provide packaging which suits their consumers who wish to send a dessert gift for an event. Alongside that, they have platter-sized banana fritters to cater to functions and gatherings.



Mr Sheikh Abdul Muhaimin Baledram set up O'Brain Express with years of hawker experiences. He is assisted by his wife Mdm Nur'azizah Ibrahim to operate the stall.

拥有餐饮业经验的Mr Sheikh Abdul Muhaimin创立O'Brain Express。他的太太Nur'azizah Ibrahim协助他经营摊位。

传统甜点化身 为现代菜肴



拥有多年餐饮业经验的 Sheikh Abdul Muhaimin Baledram 和他的妻子 Nur'azizah Ibrahim 共同创立了 O'Braim Express，以销售清真炸油条和传统油炸甜点。夫妻俩的教育背景分别是律师助手和国际商业管理。O'Braim Express 的招牌菜是巧克力芝士香蕉，它不同于传统的炸香蕉，摊主在热腾腾的炸香蕉上加了巧克力、炼奶和奶酪丝。这种由传统甜点转变而来的现代菜肴吸引了不同年龄层的顾客。巧克力的甜味和奶酪丝的咸味与热炸香蕉完美搭配。

O'Braim Express 参加了由淡滨尼天地购物商场主办的“午餐吃什么”的活动。他们与淡滨尼天地合作，向公众宣传其创意菜肴。



他们的漂亮包装吸引了许多需要为活动而送甜点礼物的消费者。此外，他们还还为聚会供应拼盘香蕉油条。



O'Braim Express

1 Tampines Walk, Our Tampines Hub Hawker Centre #01-60, Singapore 528523

Baking hobby turned career

Ms Amber Pong Xu Leng, who was originally engaged in marketing, was not quite sure what she wanted in life before 30 years old. She applied for a working holiday visa to work in a French bakery in Melbourne, Australia. Although Amber did not formally learn baking, her employer was willing to hire her after reading her blog on baking-finished products. Before returning to Singapore in 2020, she began to think about her future, and later decided to start a business through the NEA Hawkers' Development Programme. In January 2020, she set up The Headless Baker at Ghim Moh Food Centre.

The reason why Amber did not consider starting a business in an air-conditioned café was that she hoped that more people would have the opportunity to taste her cakes. She believes that some may also feel uncomfortable going to a café. By setting up stall in a cooked food centre, the price can be lower. If she wants to expand her business, she will still look for the stalls in the cooked food centre.

There is a dazzling array of items sold at The Headless Baker, ranging from canelé, muffins, lemon pistachio cakes to earl lavender cakes, all priced at less than \$5. Not long after the stall opened, Amber's business was hit by COVID-19. Despite this,



Baking is the hobby and career for Ms Amber Pong Xu Leng of The Headless Baker. She is assisted by her father Mr Pong Weng Fatt to operate the stall.

烘焙是無頭師攤主龐雪玲的興趣，也是她的事業。她的父親龐榮發協助她經營業務。

she believed that there were still people walking around in the cooked food centres and markets, and her stall is also doing takeaway business, so it had little impact. It's just that fewer people come from other precincts, and they do more business with regular customers nearby. Customers came earlier then and bought portions for two to three days. The stall can also arrange for home delivery, though customers will have to pay for the delivery.

烘焙兴趣变成事业



原本从事市场营销工作的庞雪玲，在30岁以前还不是很确定人生要的是什么。她申请了打工度假签证，到澳洲墨尔本的法式面包店工作。虽然庞

雪玲没有正式学过烘焙，但雇主看了庞雪玲的烘焙博客后，愿意录用她。2020年回国前，她开始思考未来的发展，后来决定通过国家环境局的小贩培训计划创业，2020年1月，她在锦茂熟食中心开设無頭師。

庞雪玲之所以不考虑在冷气咖啡馆创业，是希望有机会让更多人尝到她的糕点。她认为，一些人可能也会觉得去咖啡馆很不自在。把摊位开设在熟食中心，价格可以订得比较低。接下来如果要扩充生意，她还是会的物色熟食中心的摊位。

無頭師的货品琳琅满目，从法式可丽露、英式松饼、柠檬开心果蛋糕到伯爵薰衣草蛋糕都有，价格在五元以内。开张不久，庞雪玲就碰上冠病疫情，尽管如此，她相信



邻里的熟食中心和巴刹还是有人走动，而且她的摊位做外卖生意，所以影响不大，只是从其他地方来的人会比较少，多做附近熟客的生意。顾客们那时会比较早来，买两三分的额。该摊位也可以安排送货上门，不过顾客要自付送货费。



The Headless Baker 無頭師
Blk 20 Ghim Moh Road, Ghim Moh Market & Food Centre
#01-64, Singapore 270020

Provide healthier choice



According to Mr Eldad Tan Lian Sheng, the unique selling point for Volk is its balance of protein, grain and side dishes.

陈联胜认为，一联串的卖点在于蛋白质选项、谷物和配菜的均衡。

Set up by Mr Eldad Tan Lian Sheng in 2020, Volk is selling Japanese-styled skewers and healthy grain bowls. Eldad believes that it is important to build up his own regular customers' base through word of mouth, draw media to discover and do interviews although the stall is located at an unassuming corner of a hawker centre.

Eldad stressed that Volk has also been training new staff and keeping standard operation procedure in order to open throughout the entire week whenever possible, this proved a success in business continuity/growth plan. The unique selling point for Volk is its balance of protein,

grain and side dishes (vegetables).

Many a times protein (meat) is the main highlight of other grain bowl stall but at Volk, they focus a lot on the side dishes as well. They have at least six side dishes to accompany the bowl – pickled guava, kimchi, cherry tomato, wakame seaweed, broccoli and other side dishes which they rotate frequently.

According to Eldad, they are the only stall that sell salad bowls in Taman Jurong. But they are more than just a salad shop. Volk is there to provide an alternate healthier choice in the midst of stalls which serve stronger indulgent flavours.

提供更健康的选择



2020年，陈联胜创立一联串以销售日式串烧和健康谷物碗。陈联胜认为，由于摊位位于小贩中心比较不显眼的角落，通过

口耳相传建立固定客户群和吸引媒体发现和采访是很重要的。

陈联胜还强调，该摊位培训新员工并保持标准的操作程序，以便尽可能在一周内营业七天，这证明了业务连续性/增长计划的成功。一联串的卖点是蛋白质选项、谷物和配菜(蔬菜)的平衡。

很多时候，蛋白质选项(肉)是其它谷物碗摊的主要亮点，但在一联串，他们非常注重配菜。碗里至少有六种配菜——精心腌制的番石榴、泡菜、樱桃番茄、日式裙带菜、西兰花和其它经常轮换的配菜。

根据陈联胜的说法，他们是达曼裕



廊唯一卖沙拉碗的摊位，但他们卖的不仅仅是一碗沙拉，而是在小贩中心这个大家熟悉的美食天地里为顾客提供另一种更健康的选择。



Volk 一联串

3 Yung Sheng Road, Taman Jurong Market & Food Centre #03-170, Singapore 618499

Spicy dining experience at hawker centre

Set up by Mr Wei Liang Chen in 2019, DaShao Chong Qing Xiao Mian is selling Chong Qing mala noodles. According to Liang Chen, the spicy ingredients used at this stall are all made in China, which are more authentic than the local chili peppers produced elsewhere. The stall has launched omelette oil fried eggs, which uses branded eggs and olive oil, but only sells at 50¢ for health and satisfaction of customers instead of making profit.

Liang Chen revealed that there is a unique recipe and he is confident that their spicy noodles are currently second to none in Singapore. He has always been careful to make good food, from purchasing, production, sales to after-sales, all are packaged by one person and he is very confident about the quality control.

The stall has been featured in the media such as Channel 8 programme "Singapore Foodcourt", Asia One report, YouTube "The Birth of a Singapore Hawker", Facebook "Singapore Foodie – Miss Tam Chiak", EatBook and Googlemap (4.8 star).



Mr Wei Liang Chen of DaShao Chong Qing Xiao Mian is confident that their spicy noodles are currently second to none in Singapore.

魏良辰相信，大少重庆小面所售卖的麻辣面，在目前的新加坡麻辣小面中首屈一指。

在小贩中心 享受麻辣面

魏良辰在2019年创立售卖重庆麻辣面的大少·重庆小面。据他透露，这个小贩摊位所用的麻辣食材全部进口自中国，比本地所用的其他国家生产的花辣椒更为正宗。该摊位曾推出橄榄油煎蛋，所用的是品牌鸡蛋和橄榄油，但是价格只售五角钱，不求利润，只求客人能吃得健康满意。

对于独特秘方，魏良辰相信大少·重庆小面所售卖的麻辣面，在目前的新加坡麻辣小面是首屈一指的。他一直用心地做好食物，从采购、生产、销售到售后，全由一个人包办，对于品质控制很有把握。

迄今为止，大少·重庆小面曾在不少媒体上曝光，包括新传媒的8频道节目《食在好地方》、Asia One的专栏



报道、YouTube“聪生家”节目《一个小贩的诞生》、脸书博主“Miss Tam Chiak”、美食网站 EatBook、谷歌地图 (4.8 颗星)。



DaShao Chong Qing Xiao Mian
大少·重庆小面

Blk 17 Upper Boon Keng Road, Upper Boon Keng Road Market & Hawker Centre #01-81, Singapore 380017

He Zhi Rong Korean Cuisine

合之荣韩式料理

Let customers eat safely is the basic role of a hawker



Ms Bu Rong Rong and her husband Mr Huang Zhifeng of He Zhi Rong Korean Cuisine are very supportive to the various activities organised by the Government.

合之荣韩式料理的卜蓉蓉和她的先生黄志锋积极支持政府所组织的各种活动。

He Zhi Rong Korean Cuisine was set up by Ms Bu Rong Rong in 2020. Currently, she feels very fulfilled with the Korean food stall that she opened with her husband Mr Huang Zhifeng. Initially, they had no idea and knowledge on how to set up a hawker stall. Zhifeng was a construction worker and she was a housewife. They opened their stall under the advice of her mother. At that time of stall opening, Singapore started to encounter the outbreak of COVID-19.

Rong Rong was very worried about the business. Their stall is located in an old estate, and the crowd is not as much as that of commercial areas. They can only do business with the nearby residents and to attract more repeated customers.

They focus a lot on food hygiene and freshness. Their food is always tasted before serving to their customers. In addition, they are also very supportive of the various activities organised by the Government. They do not have many stalls and they cherish the first stall and hope that their food and services can be enjoyed by the customers.

Rong Rong felt honoured to be nominated for the Singapore Hawkers Awards. To her, this is a trust in her and their stall. They assure that they will continue to provide high-quality food and services to the nearby residents, meet the needs of the customers according to their requirements, and keep their stall hygienic at all times. Rong Rong believes that allowing the customers to eat safely and healthily is the basic role of a hawker.

顾客吃得安全 是小贩的天职

2020年，卜蓉蓉

创办合之荣韩式料理。目前，她对于自己开创的韩国餐馆觉得很有成就感，因为这是她与丈夫黄志锋开创的第一个小贩摊位。当时他们对饮食行业一窍不通，黄志锋是在建筑行业工作，而卜蓉蓉则是家庭主妇，他们是在妈妈的指导下开起档口来。开档之初，正赶上新加坡冠病疫情暴发，卜蓉蓉心里很是担心，因

为摊位所在地是老住宅区，人流量不像商业区和转换站那样多，所以只能做附近居民的生意，拉拢更多回头客。

黄志锋以炒为主，卜蓉蓉负责煮汤和面。他们把注意力放在食物卫生和新颖度上，在把食物端给顾客之前，他们一定要先自己尝一下味道。此外，该摊位积极支持政府所组织的各种活动。他们没有很多摊位，所以特别珍惜这第一个摊位，希



望他们的食物和服务能够获得更多居民的喜欢。

卜蓉蓉也很荣幸获得新加坡小贩奖的提名，这是对她的摊位的一种信任。他们将会为附近居民提供健康的食物以及优质的服务，根据顾客的需求来烹调食物，把摊位卫生工作做好，让顾客吃得放心，这是作为一个小贩最重要的信念和责任。



He Zhi Rong Korean Cuisine
合之荣韩式料理

Blk 676 Woodlands Dr 71, Kampung
Admiralty Hawker Centre #02-03,
Singapore 730676

Hoe Peng Fried Hokkien Prawn Mee

禾萍炒福建虾面

New hawker fried Hokkien Prawn Mee with wok hei

In 2020, Ms Goh Bee Peng set up Hoe Peng Fried Hokkien Prawn Mee to sell fried Hokkien prawn mee after being a housewife for ten years. She was one of the new hawkers that was nurtured under the NEA Hawkers' Development Programme. Hoe Peng Fried Hokkien Prawn Mee uses its own recipe of fried chili and the pork lard is well liked by the customers. With the fried Hokkien prawn mee mixed with the prawn broth, the customers are able to smell the excellent “wok hei” (food aroma).

Bee Peng revealed that she learnt the correct way of frying chili from her grandmother who used to be a hawker when young. She also humbly admitted that she is yet to achieve success in the hawker industry, but during the past 18 months of running hawker business, she managed to build her regular customers' base. She also managed to achieve bulk orders for a few rounds. In summary, she successfully fried with “wok hei” instead of the “chao ta” (overly-cooked) taste.

Bee Peng plans to increase their capacity to cater for more customers and to add in more items for the stall in the future.



Ms Goh Bee Peng of Hoe Peng Fried Hokkien Prawn Mee uses own recipe of fried chili and the pork lard is well liked by the customers.

禾萍炒福建虾面的吴美萍采用自己的炒辣椒配方，猪油渣深受顾客喜爱。

以镬气取胜的 福建炒面新手

2020年，吴美萍在当了十年家庭主妇之后，决定创立禾萍炒福建虾面，炒自己煮炒的福建虾面。她是国家环境局小贩培训计划下培育出来的新手小贩之一。禾萍炒福建虾面采用自己的炒辣椒配方，猪油渣深受顾客喜爱。将炒好的福建虾面和虾汤混合在一起，顾客们可以闻到绝香的“镬气”。



吴美萍透露，她从年轻时曾是小贩的外婆那里学到了正确的炒辣椒方法。她也谦虚地承认，她还未在小贩行业取得成功，但在过去一年半的小贩生涯中，她已经建立了固定客户群。她还曾接到几宗的

大订单。总而言之，她成功地炒出福建虾面的“镬气”，而不是“焦味”。

未来，吴美萍计划增加摊位的各方面容量，以接纳更多的顾客，并在现有的菜谱上增加新的菜色。



Hoe Peng Fried Hokkien Prawn Mee
禾萍炒福建虾面

49A Serangoon Garden Way, Serangoon
Garden Market & Food Centre #01-11,
Singapore 55945

Instagrammable products attract younger crowds

Mr Ng Wee Seng set up Ice On You to sell modern Thai desserts and ice blenders beverages. He has gained many regular customers over the first two years of operation and this allows him to pull through COVID-19 pandemic. The stall was invited to open a branch stall in Eatbox. Eatbox is a foodcourt that is targeting the young adults.

According to Wee Seng, the stall's unique selling point is bringing new products and new image to current hawker scene to attract more younger generation to dine in at hawker centres, and selling products at affordable prices. On top of that, Wee Seng also came out with his own recipe for all his products which the customers may not find elsewhere. Their products are very instagrammable and attract the younger crowd. The prices are set at affordable level to attract customers.

Currently, Ice On You has opened up its second outlet. They are looking to set up more stalls when the COVID-19 is over. Wee Seng is the current EXCO member of Ghim Moh Market & Shops Merchants Association.



*Mr Ng Wee Seng set up Ice On You to sell modern Thai desserts and blenders.
黄伟昇创立小贩摊位爱上你以销售现代泰国甜点。*

值得一晒的产品 吸引年轻顾客

2020年，黄伟昇创立小贩摊位爱上你，以销售现代泰国甜点。在运营的前两年，他赢得了许多常客，这使他能够撑过冠病疫情。该摊位受邀在Eatbox开设分摊，Eatbox是一家以年轻人为服务对象的食阁。

黄伟昇说，该摊位的卖点是为目前的小贩业界带来新产品和新形象，以吸引年轻一代到小贩中心用餐，并以实惠的价格出售产品。最重要的是，他还为他的所有产品提供了自己的配方，客户很难在其他地方找到相同的产品。他们的产品在社交平台Instagram一晒，吸引许多年轻的人群；可承受的价格水平也吸引客户。

目前，爱上你已经开设了第二个摊位。当冠病疫情结束时，他们希望设立更多摊位。黄伟昇也是锦茂巴刹商店联谊会的现任理事。



Ice On You 爱上你

Blk 20 Ghim Moh Road, Ghim Moh
Market & Food Centre #01-01,
Singapore 270020

Preserving the heritage of handmade food



Many of Man Man Chi's foods are handmade with recipes and skills passed down from Mr Cheah Kok Hean's ancestors.

谢国衡的摊位慢慢吃所售卖的许多食品，都是他根据祖先传下来的食谱和技巧手工制作的。

Set up by Mr Cheah Kok Hean in 2019, Man Man Chi is selling curry cheong fun, mushroom cheong fun, sweet sauce cheong fun, rice kueh, soon kueh, glutinous rice, chwee kueh, yam cake, nonya kueh, pumpkin cake and carrot cake. Soon after Man Man

Chi started out its operation, COVID-19 pandemic began in Singapore. It was a tough road to achieve sales and to introduce Malaysian food such as curry cheong fun, the signature dish of Man Man Chi, to Singaporeans.

Thanks to Hawker United Facebook Group during the Circuit Breaker period in 2020, Man Man Chi was able to gain publicity and achieve more sales through delivery orders. From there, Man Man Chi received many positive feedback on their food and also helped to streamline and make their deliveries more efficient. Man Man Chi is also onboard with several delivery platforms such as Grabfood and Food Panda to be of reach to more people in other parts of Singapore.

Man Man Chi is also greatly humbled to be featured on Food King's June 2020 episode "Food King Singapore: \$3 vs \$300 Delivery!" which attracted many people from all over Singapore to come and try out their food thereafter. Many of Man Man Chi's foods, such as soon kueh, yam cake and curry are handmade with recipes and skills passed down from Kok Hean's ancestors from Ipoh, Malaysia. Many of their customers had feedback that their food are unique to the other hawker foods in Singapore and has the taste of hometown.

传承手工制作 食物的文化

2019年，谢国衡创办慢慢吃，出售咖喱猪肠粉、香菇猪肠粉、甜酱猪肠粉、米粿、笋粿、糯米饭、水粿、芋粿、娘惹粿、南瓜粿和菜头粿。慢慢吃开始运营后不久，新加坡就暴发冠病疫情，谢国衡向新加坡人介绍马来西亚美食，如慢慢吃的招牌菜咖喱猪肠粉，变成一条艰难之路。

谢国衡要感谢小贩群组的脸书页面在2020年阻断措施实施期间所发挥的作用，慢慢吃当时才能够获得宣传并提高销售量。从那时开始，慢慢吃收到了很多关于他们食物的积极反馈，也帮助他们简化并提高了送货效率。慢慢吃还加入了Grabfood和Food Panda等多个外卖平台，以便为新加坡其他地区的更多人提供服务。

慢慢吃也出现在Food King 2020年6月的剧集“Food King Singapore: \$3 vs \$300 Delivery!”中，这个节目吸引了新



加坡各地的许多人来品尝他们的食物。慢慢吃所售卖的许多菜肴，如笋粿、芋粿和咖喱，都是谢国衡根据马来西亚怡保的祖先传下来的食谱和技巧手工制作的。慢慢吃的很多顾客都反馈说，这里的食物在新加坡其他小贩食物中是独一无二的，有家乡的味道。



Man Man Chi 慢慢吃
51 Hougang Ave 9, Ci Yuan
Hawker Centre #01-38,
Singapore 538776

Monan Pork Soup

莫南猪肉汤

Persistent to develop new food taste for Singaporeans

Mr Liew Chuk Kee and his wife set up Monan Pork Soup at the end of 2019 to sell their very own home-cooked pork soup. The growth of the stall was hindered by COVID-19 pandemic as Chinatown saw a drop in footfall of locals, office workers and tourists, due to the Circuit Breaker and various safe management measures, just a few months after they started their hawker stall. Given this context, they had seen a lot of fellow hawkers in the hawker centre and nearby hawker centres giving up. Nevertheless, Monan Pork Soup managed to build a considerable base of regular customers overtime across the pandemic period, be it the senior citizens living in the area, office workers who are working around the area or people who are staying some distance away but would patronise their stall during the weekend. Therefore, the current growth of the stall is still being sustained is remarkable. The growth trajectory may even be higher as Singapore continues to open up.

Monan Pork Soup has a tasty Asian fusion clear soup base that is localised to suit fellow Singaporeans' tastebuds. It is a daikon-based (white radish) pork soup cooked with different cuts of pork meat, pork bones and pork organs.

The natural sweetness of daikon and a combination of pork cuts are cooked to perfection with their very own concoctions. With a slight tinge of natural pork collagen along with daikon's goodness, the soup



Mr Liew Chuk Kee of Monan Pork Soup is trying to create a fusion pork soup taste and make it a staple for Singaporeans.

莫南猪肉汤的刘祝祺正尝试开发一种猪肉汤味道，并使其成为新加坡人的美食。

base is not only tasty, but also brings about health benefits.

Chuk Kee and his wife aspire to create Singapore's very own unique fusion pork soup taste and that could be a staple for Singaporeans.

Despite the fact that business was hit by COVID-19 in 2020, they believe in their products, and continues to keep to their faith, to bring affordable and delicious food to Singaporeans.

坚持开发新的 猪肉汤口味

2019年，刘祝祺创立莫南猪肉汤，以售卖猪杂汤、猪肉汤等食品。由于实施阻断措施和各种安全管理措施，牛车水一带的上班族和旅客人数大幅度减少，冠病疫情阻碍了摊位的增长。鉴于这种情况，刘祝祺看到同一个小贩中心和附近小贩中心的许多小贩都放弃了。尽管如此，坚持下来的莫南猪肉汤还是成功地建立了自己的固定客户群，无论是居住在该地区的老年人，还是家住很远、但常会在周末回来光顾的白领阶层。因此，目前摊位的增长是显著的。随着新加坡继续松绑，增长幅度将更高。

莫南猪肉汤有美味的亚洲融合清汤底，以迎合新加坡人的口味。它是一种白萝卜猪肉汤，以不同部位的猪肉、猪骨和猪肉内脏烹制而成。萝卜的天然甜味和猪肉切块完美烹制，带有淡淡的天然猪肉胶原蛋白加上萝卜的美味，汤底不仅好吃，还有利于人体健康。



刘祝祺和他的妻子希望创造新加坡独特的融合猪肉汤味道，有朝一日能成为新加坡人的主食。尽管业务在2020年受到冠病疫情的打击，但他们相信自己的食物，并继续坚守信念，带来新加坡人负担得起的美味佳肴。



Monan Pork Soup

莫南猪肉汤

Blk 335 Smith Street, Chinatown
Complex Food Centre #02-137,
Singapore 050335

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Advisors 顾问团: Mr Yeo Hiang Meng 杨向明BBM Ms Chew Mok Lee 周沐雨

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Tel 电话 : 6741 4670
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