

MEDIA RELEASE

Lendlease partners The Social Kitchen to launch first-of-its-kind ‘cloud kitchen re-imagined’ experience

Foodies in Singapore can look forward to a series of curated pop-up dining experiences at The Social Kitchen located at PLQ Parkside whilst supporting and empowering vulnerable communities.

The new addition looks set to further enliven the Paya Lebar Central precinct with its spin on the cloud kitchen model in partnership with Unilever Food Solutions’ The Vegetarian Butcher

Singapore, 7 July 2021 – Lendlease is pleased to welcome local social enterprise, The Social Kitchen (TSK) to PLQ come September 2021, its first-ever plant-based in-mall concept with the promise to create employment for disadvantaged communities.

With its strategic location at PLQ Parkside, the new addition will help inject vibrancy to the lifestyle precinct, adding to the variety of indoor and al fresco dining experiences available to patrons as they stroll through a city oasis surrounded by lush greenery.

Most importantly, this collaboration reinforces Lendlease’s commitment to create social value through reducing employment barriers for vulnerable groups and encouraging health and wellbeing through use of sustainable produce.

With support from Lendlease, TSK will re-imagine the cloud kitchen concept through space optimisation for a gastronomic adventure, with dine-in, takeaway and delivery options.

Jenny Khoo, Head of Asset Operations, Singapore, Lendlease said, “Lendlease is delighted to welcome The Social Kitchen to be part of our growing family of socially responsible and sustainable brands. This collaboration signifies our commitment to creating communities that thrive and is one of our partnerships supporting our target to create A\$250 million (S\$245.5 million) of social value by 2025.”

In collaboration with the plant-based meat brand *The Vegetarian Butcher*, the new outlet will offer a wide variety of delicious local and international dishes, providing a unique experience like no other, where diners can contribute positively to our society and our planet.



Avelyn Lee, Director for The Social Kitchen said, “With the launch of our latest outlet and partnership with PLQ Mall, our organisation remains committed in our mission to provide the necessary support to the communities that need it most. The outlet at PLQ Mall will serve as a culinary hub to elevate the dining experience, providing a re-imagined cloud kitchen concept that will warm the hearts of gastronomes looking for refreshing plant-based food options.”

TSK operates cloud kitchens and F&B outlets across Singapore in partnership with well-known F&B brands and community organisations that support the disadvantaged with employment opportunities. The beneficiaries of TSK’s training programme include low-income families, single mothers, disadvantaged individuals and their caregivers, who are provided employment support and an environment that fosters spending quality time.

With its commitment to providing sustainable food, TSK and The Vegetarian Butcher distributed 50,000 plant-based burgers to frontline workers and the community throughout June, bringing far-reaching positive impact to help the wider community across Singapore.

The Social Kitchen at PLQ Mall will be located at #01-06/07/08, PLQ Parkside (under Park Place Residences).

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About Lendlease

Lendlease is an international real estate group with core expertise in shaping cities and creating strong and connected communities.

Our purpose is Together we create value through places where communities thrive.

Headquartered in Sydney, Australia, and listed on the Australian Securities Exchange, Lendlease has operations in Australia, Asia, Europe and the Americas, with approximately 9,500 employees internationally.

Our core capabilities are reflected in our operating segments of Development, Investments and Construction. We are known as 联实 in Chinese. For more information, please visit: www.lendlease.com



About The Vegetarian Butcher

With a broad range of nostalgic favourites for meat lovers who don't want to miss out on the taste of meat, the goal of The Vegetarian Butcher is to become the biggest butcher in the world. The Vegetarian Butcher produces plant-based proteins, which compete with animal meat with respect to taste, texture and nutritional value. The products have been heralded by industry figures, including a jury of butchers, culinary journalists and Michelin-star chefs. The Vegetarian Butcher products are now sold at over 30,000 retail outlets in more than 45 countries worldwide. More information on The Vegetarian Butcher can be found at www.TheVegetarianButcher.com

