

阿嬤
老字號

臺灣

古早味現烤雞蛋糕
Traditional Homemade Egg Sponge Cake



What is 阿嬤老字號 Ah Mah?

灵感原自于台湾淡水闻名的古早味鸡蛋糕，阿嬤蛋糕店将原品引进再以本地化的口味和元素加以改良。

我们的现烤鸡蛋糕都是以古早的方式制作；以纯牛奶、鸡蛋和上等面粉，无添加水、无防腐剂、无色素，口感松软绵密，入口即化。

我们的鸡蛋糕每天都是现烤现卖，这就是阿嬤满满的心意和幸福的味道！

Inspired by the popular egg sponge cakes originating from Dan Shui, Taiwan, Ah Mah, is our take on the same products but infused with a local twist.

Our Homemade Egg Sponge Cakes are made the traditional way; purely with milk, eggs, quality flour & some TLC. No water, no preservatives & no colouring added. The texture is soft, fluffy & melts in your mouth.

All our cakes are made fresh daily on the spot & this is indeed Ah Mah's taste of happiness!

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LOGO & UNIFORM DESIGN

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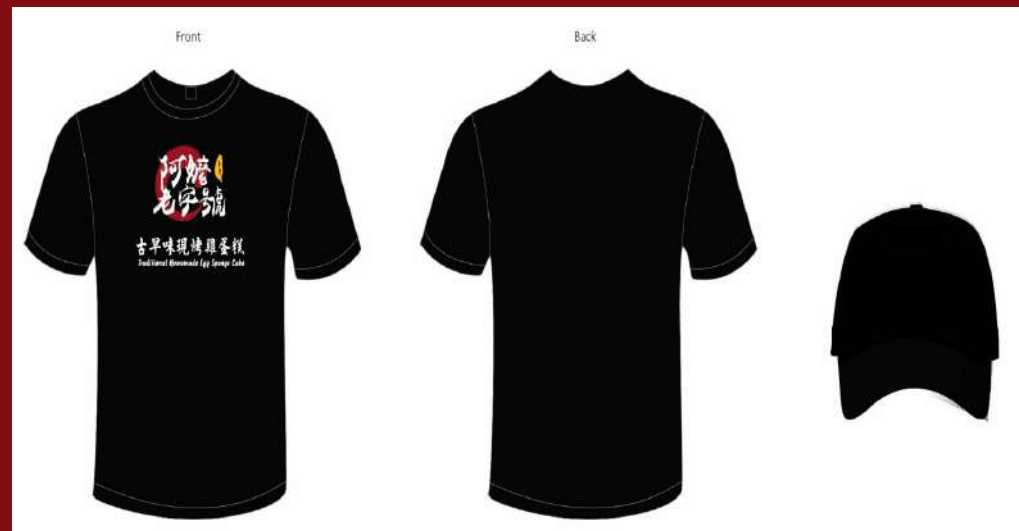
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Logo Design





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現有的產品有原味與起司兩種口味。敬請期待我們將會推出更多全新的本地口味例如香蘭葉，香蕉，咖椰等等。

2 flavors are on our menu at the moment, namely original & cheese. Stay tuned as we will be launching many new exciting local flavors very soon e.g. pandan, banana & Kaya, just to name a few.



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我們的包裝盒設計是以吉祥的紅色為主，它不僅僅可以自己享用，甚至送禮給家人，親戚，朋友，滿月與結婚禮品都非常合適。

Our takeaway packaging is created in auspicious red, so that its perfect not just for own consumption, but also as gifts for friends, families, baby full moons & weddings. We would be coming up with limited edition design for festive seasons.

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- 1) Bukit Panjang Plaza (14 July 2017)
- 2) Vivo City (21 July 2017)
- 3) JCube Mall (9 August 2017)
- 4) Paya Lebar Square (25 August 2017)
- 5) Bedok Mall (7 September 2017)
- 6) Plaza Singapura (15 September 2017)
- 7) White Sands Mall (21 September 2017) Pop up store
- 8) The Seletar Mall (28 September 2017) Pop up store
- 9) Tiong Bahru Plaza (4 October 2017)

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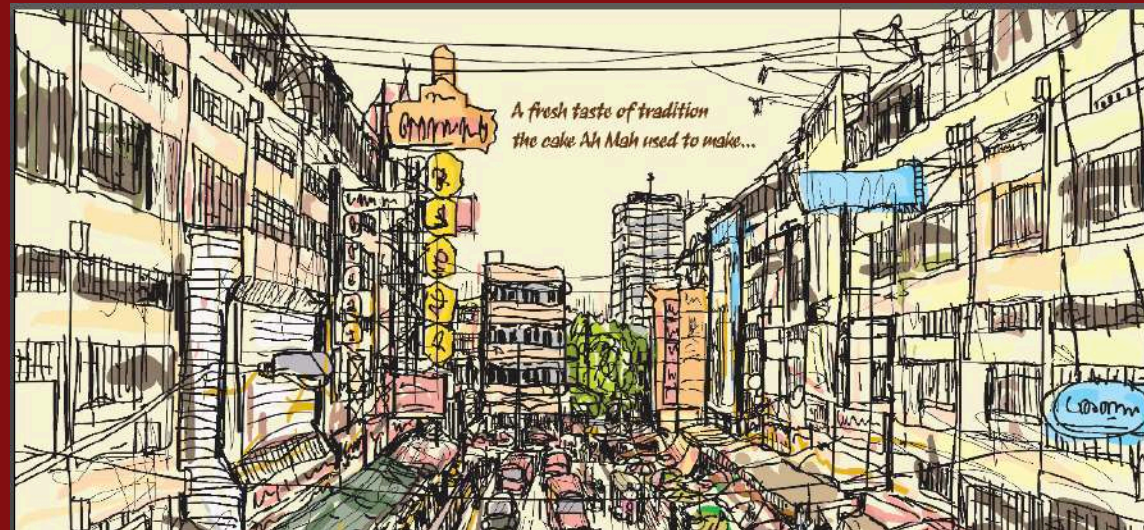
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Store
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Point of Sales Materials

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Counter Display Materials

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*We'd love to serve all,
But I am small,
And cannot bake more,
So please do not wait,
If you are tired & have chores,
We also welcome you
to visit our other stores.*



Ah Mah also bakes from Bukit Panjang Plaza & JCube Mall (early August)



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Store Opening
Poster

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**GRAND
OPENING**
on
**21st
September**



阿嬤家宴
Family Party

BY INVITE ONLY
FOR MEDIA FAMILY & FRIENDS

**GRAND OPENING
ON**





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Featured in more than 150 articles and posts

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Date of publication	Media	No. of insertion(s)	Description
13 July 2017	Yahoo Lifestyle	1	Online
13 July 2017	Yahoo Lifestyle	1	Facebook
13 July 2017	AsiaOne	1	Facebook
13 July 2017	The New Paper	1	Print
14 July 2017	Gin	1	Instagram
14 July 2017	Kenny Tang	1	Instagram
14 July 2017	TimeOut	1	Instagram
14 July 2017	Li Tian	1	Instagram
14 July 2017	Gin	1	Instagram
14 July 2017	Cassie	1	Instagram
15 July 2017	Lianhe Zaobao	1	Print
15 July 2017	Channel 8 News	1	Online
15 July 2017	Channel 8 News	1	Facebook
17 July 2017	Nuyou	1	Online
July 2017	Yummy Food Book	1	Online

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Chefs at Work

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