



MUJI (SINGAPORE) PTE LTD

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FOR IMMEDIATE RELEASE

CAFÉ&MEAL MUJI SINGAPORE, 13 May 2016



‘Simple Food is Delicious’

Enter the journey to discover Café&Meal MUJI lifestyle and concept.

The essence of a MUJI lies in its simplicity, flexibility and modesty to fit different lifestyles and individual preferences. Born from an unwavering mindfulness towards the allure of natural: in genuine colours, in natural materials, in unbleached papers and cloth, in original taste.

At Café&Meal MUJI, a great deal of effort is made to ensure the good taste of nature. 素の食 which read as “su-no-shoku” reflects our aim in presenting dishes that are cooked as simply as possible to bring out ingredients natural taste. MUJI have always stood celebrating the simplicity of life, where the value of simple, natural and quality living have been constantly reinforced as the brand evolves over the years. This same set of values have been integrated in Café&Meal MUJI, in the ingredients chosen, the cooking style, café setting and the overall experience.

As with such, we welcome you to dine with ‘Simple Food’ that is gentle for your body, kind to the world and delicious, amidst the relaxing ambience at Café&Meal MUJI.

Quality Ingredients, Natural Taste



Quality ingredients are key factors to great taste. Café&Meal MUJI sources from all around to bring you the best ingredients and seasonal vegetables used in the making of our hearty recipes.

Following Café&Meal MUJI in Japan where seasonal menus are introduced according to Spring, Summer, Autumn and Winter. Our customers can also enjoy the natural taste of the four seasons.



Matcha Powder

The unique, natural aroma and colour of the premium Hamasaen Matcha Powder is derived from 100% tea leaves from Shizuoka Prefecture, situated next to Mount Fuji, one of the most famous and iconic locations in the world and in Japan. Processed using modern artisan methods, one distinctive point is its fine powder texture, which makes it the preferred choice for use in pastry and drinks.



Yuzu Juice

Using premium 100% Yuzu juice from Kitagawa-Mura region in Japan, known for its quality Yuzu production. The Yuzu juice has a distinctive aroma and bittersweet, citrus flavour that blends in perfectly for both savory and sweet dishes.



Sakura Egg

A healthier and tastier choice for consumers, these nutritious Sakura eggs are produced by layers fed with Japanese lactobacillus fermented feed. It comes with added values of dense egg white with lower lipids as well as lower cholesterol levels in yolks.



Sudaki-tou

Made from 100% raw sugar of sugarcane grown in Amami islands, south of Kagoshima Prefecture in Japan. The sugar is rich in minerals and is distinguished by its natural sweetness and superior quality. Café&Meal MUJI uses Sudaki-tou to enhance various dishes, dessert and drinks with its healthy mild sweet taste.

NEW MENU

-Basic Deli Set-

\$7.80







We are delighted to introduce Café&Meal MUJI newly crafted **Basic Deli Set** with well thought combinations to present a balanced meal that can be enjoyed by people of all ages.



Set includes Minced Chicken, choice of 1 Cold Deli, White Rice, Miso Soup and Onsen Egg.

Set includes Minced Chicken, choice of 1 Cold Deli, Bread, Vegetable Soup and Konbu.

Or Select Your Own

Main		Cold 1 Deli + Minced Chicken	
Choice of Staple		 /  White Rice Bread	
Choice of Soup		 /  Miso Soup Vegetable Soup	
Choice of Side		 /  Onsen Egg Konbu	

-Mix & Match to Your Preference-

Kick start your breakfast with Basic Deli Set and a Cup of Coffee!



Basic Deli Set
\$7.80

+



Hot Coffee
\$2.90
(Inclu. \$1 off)

=

\$10.70

For bigger appetite, we recommend below combination:



Basic Deli Set
\$7.80

+



Choice of 1 Hot Deli
\$4.80

+



Apple Juice
\$2.90
(Inclu. \$1 off)

=

\$15.50

Complete Deli Set with a drink (hot or cold) at \$1 OFF

Dessert + Drink Set at \$1 OFF (not applicable for alcohol)

3 Deli Set

\$12.90

Select your favorite combination of hot & cold deli dishes prepared daily from a wide range of nutritious seasonal ingredients to provide you a well-balanced meal of natural great taste.

1 hot deli + 2 cold deli, with choice of white rice or bread

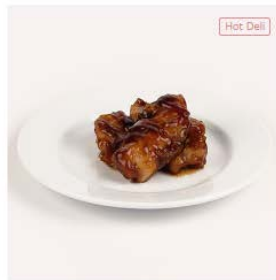


-A la Carte-

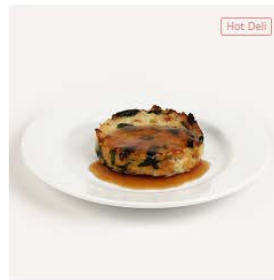
Single Dish: Hot Deli **\$4.80** / Cold Deli **\$2.80**



Fried Chicken Sweet Chili Mayonnaise



Black Vinegar Sweet Sour Pork



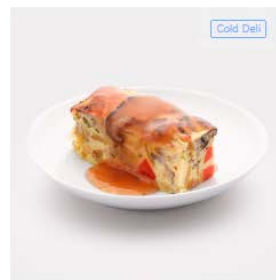
Spinach Chicken Hamburger



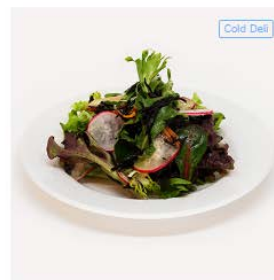
Baked Bak KuTeh with Honey Glaze



Carbonara-Style Potato Salad



Thick Omelette with Japanese-style Mushroom



Hijiki Salad



Prawn & Edamame Salad with Spiced Mayo Sauce

(More Deli Selection Available)



Special

Take-Away Set

\$10.00

Set includes Konbu, choice of 1 Cold Deli and 1 Hot Deli.

2 Deli Set

Hot

1 Deli



Cold

1 Deli



+

2 Deli Set

\$7.00 (U.P. \$7.70)

Set includes choice of 1 hot and 1 cold deli.
Great for pairing with beer!



Butter Chicken Curry with Rice **\$14.90**

All-time favourite MUJI Butter Chicken Curry cooked with added Sakura chicken and vegetables.

Set includes a serving of White Rice or 10 Grain Rice.

NEW MENU

-Deli-

In the month of May, Café&Meal menu refreshes with new deli selection.
2 Hot Deli and 2 Cold Deli, each with its unique combination of ingredients and flavors.



**Hairy Gourd with
Japanese-style Sesame Dressing**

A unique salad mix of crunchy hairy gourd, cucumber and red cabbage with wakame and marinated roast chicken tossed in Japanese style-sesame sauce.



Summer Citrus Caesar Salad

Romaine lettuce and broccoli with refreshing mix of grapefruits, pomegranade, sweet corn and mozzarella cheese, tossed in special mayo-mustard sauce.



**Pasta Gratin with Spinach and
Soy Milk Cream**

Cheesy pasta gratin baked with nutrition-rich spinach in light soy milk cream, great for the weight watcher.



Mixed Spice Chicken

Succulent and tender chicken thigh roasted with an aromatic blend of mixed spice.

NEW MENU

-Desserts-

A heavenly match, cakes are now paired with ice cream.
Enjoy simple indulgence with interesting flavor combination.



**Mixed Berry Cheesecake with
Soft Serve Ice Cream**

Perfect balance of sweet and sour. Enjoy the tantalising combination of soft serve ice cream with berry burst cheesecake drizzled with raspberry sauce.



**Chocolate Cake with
Soft Serve Ice Cream**

A classic favourite. Indulge in a delectable match of luscious chocolate cake with sweet and milky soft serve vanilla ice cream.



Matcha Cheesecake with Black Sesame Ice Cream

Enjoy a symphony of taste with Matcha flavoured cheesecake paired with a scoop of deliciously creamy and smooth roasted black sesame ice cream.

NEW MENU

-Beverages-



Presenting the addition of 3 new thirst quencher.

(1) Iced Ginger Ale: Made using ginger from Japan Kochi Prefecture, enjoy the robust spicy kick with lingering ginger flavour and fragrance. (2) Iced Mojito Squash: Refreshing Summer mocktail blend of mint syrup, zesty lime, lemon and soda water. (03) Iced Milk Tea: A milky delight concoct from brewed sunset tea, fresh milk and sweetened with brown sugar.

Alcohol

-Wine/Beer-

Alcohols are now made available at Café&Meal MUJI.
Where customer can relax themselves in our Café after a busy day.



White Wine

Chardonnay 2014 (New Zealand)

Sauvignon Blanc 2014 (New Zealand)

\$9.80 per glass 125ml

\$56.00 per bottle 750ml

Red Wine

Cabernet Sauvignon 2013 (Australia)

Shiraz 2014 (Australia)

\$9.80 per glass 125ml

\$56.00 per bottle 750ml



Beer

Kirin

\$9.80 per bottle 330ml



Café&Meal MUJI Paragon

#04 – 36 to 40 Orchard Paragon, 290 Orchard Road, Singapore 238859

Monday – Sunday, 10:00 – 21:30 (Last order at 20:45)

<http://cafemeal.muji.com/sg/>

Ordering Flow



1 Secure a seat with a "reservation" plate before ordering of food.



2 Place your order at the food showcase following selection sequence of hot deli, cold deli, mains, desserts and beverages



3 Payment to be made at the cashier counter.



4 Enjoy your meal at the reserved seat. Please return all used tray and cutlery to the dish collection counter after dining.

For press previews and further queries, please contact
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