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Media Release

Sakae's New Initiative - Gift a Meal, Aims to Provide Meal Assistance to Vulnerable Families and Individuals

SINGAPORE, 15 July 2020 — The Covid-19 outbreak came unexpectedly and affected many Singaporeans significantly, especially the underprivileged families and individuals.

Sakae, the local restaurant chain, has been serving Japanese dishes for more than twenty years. They wish to do their part to help the community, specifically Singaporeans who face food insecurity during this difficult period.

Sakae is working closely with Thye Hua Kwan Moral Charities to reach out to these members of the community. They implemented a new initiative - "Gift a Meal" which will launch on 15 July and will be running for a year on their website, as well as on Shopee Singapore, their exclusive platform partner.

Sakae's main aim is to provide meal assistance to seniors or low-income families/individuals located near their headquarters, within the MacPherson and Ubi estates.

"Food insecurity is a problem for many, especially during this difficult period. Although this pandemic affected the F&B industry significantly, we believe that giving back to the community that had shown us support is an important gesture. Thus, we have decided to launch the Gift-A-Meal initiative to provide meals assistance for those in need. This is a very meaningful initiative by Sakae and we are thankful to our partners, Thye Hua Kwan Moral Charities and Shopee Singapore, for their enthusiasm and support," said Johnny Ho, Brand and Marketing Manager, Sakae.



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“Shopee has always been committed to doing our part and is constantly on the lookout for new ways in which we can give back to the community. We have our own #ShopeeGivesBack initiative where we regularly partner with organisations to create and drive positive impact. At the same time, we do our best to lend support to other brands that strive to do their part for the community as well. Shopee believes in the importance of using our platform to amplify the voices of those in need and we are excited to partner with Sakae to make a meaningful difference,” said Tiger Wang, Head of Marketing, Shopee Singapore.

How does “Gift a Meal” work?

When one purchases a “Gift a Meal” e-voucher through their website or Shopee Singapore, they can redeem a Teriyaki Chicken Donburi/Salad at any participating Sakae Sushi outlets for their own consumption. Concurrently, Sakae will also gift a meal, prepared by Hei Sushi, to another individual from THK Family Service Centre @ MacPherson.

Participating Sakae Sushi Outlets (for redemption of e-voucher):

- Sakae Sushi – Bishan Junction 8
- Sakae Sushi – Compass One
- Sakae Sushi – Woodlands Civic Centre
- Sakae Sushi – Heartland Mall
- Sakae Sushi – TradeHub 21

You can now buy your own meal and at the same time gift a meal to those in need from Sakae’s official website: <https://www.sakaesushi.com.sg/> or through Shopee:

<https://shopee.sg/>

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