

FRIENDS OF FOOD Northpoint City

NEWS RELEASE
FOR IMMEDIATE RELEASE

Step Into Friends of Food's Sustainable Kitchen Booth At Northpoint City

Win sure-win lucky draw prizes while discovering more about meal planning with Friends of Food at Happy Home, Happy Earth – a sustainability-themed event.

Singapore, 11 March 2023 – Food is a common topic amongst Singaporeans every day, but the discussion of food waste does not seem to be the case. Spotlighting the gravity of food wastage at home, **Friends of Food** will be hosting a booth at *Happy Home, Happy Earth* – located at Northpoint City's South Atrium at Level 1, from 10 March to 23 March, 11am - 9pm, to spread awareness on the importance of meal planning to reduce food waste right in the comfort of your kitchen.



Friends of Food kitchen booth

Photo credit: Friends of Food

Friends of Food is a green initiative by a team of undergraduates from Nanyang Technological University (NTU) and the event is part of their efforts to encourage meal planning habits to reduce avoidable household food waste. According to the NEA, food waste accounted for approximately half of the average 1.5kg of waste disposed of by each household daily. Based on a study by **Friends of Food**, it revealed that those who know how to plan their meals tend to waste less food than those who do not. Not just that, 93.5% of respondents¹ dispose of food waste weekly, with most common reasons being the poor knowledge on how to manage food inventory properly at home to prevent them from going to waste.



Left to right: Alyssa Goh, Choong Yun Xin, Samantha Chai, Zoe Ee

Photo credit: Friends of Food

Patrons who pop-by the booth can expect to learn tips and tricks to meal planning while bagging home some freebies such as meal planning templates and lucky draw prizes! Catch the **Friends of Food** team on the weekends of 10 - 12 March and 17 - 19 March, where patrons can approach them for a sure-win chance in a lucky draw²! Prizes include **Ergo Better** ultimate sustainable food kit (worth \$134.60), **Eu Yan Seng** 2-in-1 electric grill with hotpot (worth \$119.90), **Friends of Food** exclusive shopping bag, dining vouchers and many more!

¹ Based on a survey conducted in October - November 2022, with 215 respondents aged 21-34.

² Lucky draws will only be available on 10 - 12 March and 17 - 19 March, when the Friends of Food team is present. While stocks last.

Happy Home, Happy Earth aims to showcase the myriad of ways on how one can make Earth a happy place to live in, through practicing sustainability at home. The event is part of Frasers Property's mission in achieving their four sustainability goals. Aside from **Friends of Food** who will be focussing on sustainable practices in the kitchen, other projects and activities include:

- **Repair Kopitiam**, forming the living room area, will be conducting mini workshop lessons to educate patrons on how to repair damaged household appliances to extend their shelf life, from Fridays to Sundays, 1pm - 4pm and 5pm - 8pm.
- **Plastic-Lite**, forming the hallway, aims to raise awareness about the over-use of disposable plastics in Singapore with their "Bounce Bag" wall.
- **Methodist Welfare Services**, forming the children's bedroom, are the beneficiary of the event where patrons are encouraged to donate toys, clothes and educational books for young children.
- **Doodle Wall**, forming the play area for children, is an open space for children to freely doodle on the wall to their hearts' delight.
- **Harvey Norman**, who are the sponsors for the furniture and appliances

If you would like to spread the word about **Friends of Food** and the *Happy Home, Happy Earth* event on social media, please tag @friendsoffood.sg and #MealPlanningMadeEasy.

High resolution images for Friends of Food can be downloaded [here](#).

Find out more information about **Friends of Food** at <https://www.friendsoffood.club/events>, <https://www.instagram.com/friendsoffood.sg>, and <https://www.youtube.com/@friendsoffood>.

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For media enquiries, please contact

Choong Yun Xin

PR and Business Development

teamfriends.of.food@gmail.com / choo0177@e.ntu.edu.sg

8283 7166

About Friends of Food

Friends of Food is a public communications campaign that aims to encourage the uptake of meal planning habits among young adults, in an effort to reduce avoidable household food waste in Singapore. Friends of Food is helmed by a group of final-year undergraduates from Wee Kim Wee School of Communication and Information, Nanyang Technological University. The campaign is also a recipient of the National Youth Council and Young ChangeMakers grant. To learn more, visit www.friendsoffood.club.