



SHENG SIONG
... all for you!

NEW OUTLET OPENING

BLK 181 HOUGANG STREET 13
#02-01, SINGAPORE 530181.
7.00AM - 11.00PM | 6514 8103



7 DAYS SPECIAL

16 SEPTEMBER 2026 - 22 SEPTEMBER 2026

Join us for our Official Opening Ceremony on 16 September with an exciting Lion Dance Performance. Come Celebrate with us! Enjoy FREE ice cream and balloons!



10:00 AM
LION DANCE
PERFORMANCE &
GONG CEREMONY



GIFTS
*EXCLUSIVE
FREE GIFTS



FREE
ICE CREAM
& BALLOONS
(FIRST COME FIRST SERVED)

EXCLUSIVE FREE GIFTS



Spend \$70* and above
in a single receipt to
redeem a box of
HOMENIKS 6 In 1
Laundry Capsules 50S
(Blossom / Lavender),
worth: \$18.95



Spend \$30* and above in a single receipt to
redeem a pack of **HERITAGE FARM**
Seasoned Seaweed 8s x4g,
worth: \$3.80

Exclusive @ Blk 181 Hougang Street 13

Purchase is limited to a maximum of three (3) units per product per customer per transaction, unless otherwise stated.
All items are available while stocks last. Traders are strictly not permitted. T&Cs Apply.

Limited to one redemption per receipt.
While stocks last.

*Cigarettes, Liquors, Sheng Siong vouchers and Infant milk powder stage 1 and 2 excluded.

GIFT WITH PURCHASE



JEAN FRESH
Kampung / Broiler Fresh Chicken
900g - 1.4kg

11¹⁰ - 12⁰⁰
/ Pc

Buy Any JEAN FRESH Kampung /
Broiler Fresh Chicken 900g-1.4kg, FREE
1 Bundle **SOFTESS** 100% Pure Virgin
Pulp Facial Handkerchief
Tissue 2Ply x 5 Boxes x 100 Sheets
(Worth: \$4.80)



FREE

SHENG SIONG HOUSEBRANDS

EXCLUSIVE



SOFTESS
Premium Bathroom Tissue
100% Pure Virgin Pulp 3-ply
x 200-sht x 10-roll x 3-pk
(Green Colour Packaging)
UP: \$18.95

SAVE 31%
\$6.00
12⁹⁵
/ Set



HERITAGE
FARM
Organic
Coconut Water
1L
UP: 2 for \$7.60

SAVE 35%
\$2.71
4⁸⁹
For 2



HERITAGE
FARM
Classic / Extra
Light
Olive Oil
2L
UP: \$34.90

SAVE 42%
\$14.91
19⁹⁹
/ Bottle



HAPPY
FAMILY
Noodle
1Kg
UP: \$2.85

SAVE 21%
\$0.60
2²⁵
/ Pack



HERITAGE
FARM
Taiwan Noodles
(Sliced / Ramen)
600g
UP: 2 for \$9.60

SAVE 28%
\$2.70
6⁹⁰
For 2



SOFTESS
100% Pure Virgin
Pulp Kitchen Towel
2Ply 8 Rolls x
60 Sheets
(Safari Edition)
UP: 2 for \$13.80

SAVE 35%
\$4.85
8⁹⁵
For 2



HAPPY FAMILY
Chicken Nugget
(Original)
800g

BUY 1 FREE 1
10⁹⁵
/ Pack



HERITAGE
FARM
Singapore
Fresh Eggs
12s 660g
UP: 2 for \$8.10

SAVE 42%
\$3.45
4⁶⁵
For 2



HAPPY
FAMILY
Corn Flour
400g
UP: \$1.05

SAVE 14%
\$0.15
90¢
/ Pack



ROYAL
GOLDEN MALI
Premium
Fragrant Rice
5Kg
UP: \$15.90

SAVE 18%
\$2.95
12⁹⁵
/ Pack



ROYAL GOLD
Soft Pack Tissue
3ply x 4 + 1 packs
x 100sheets

BUY 1 FREE 1
4⁹⁵
/ Bundle



ARLA
Kids
Cheese Stick
6 x 18g

BUY 1 FREE 1
7⁸⁵
/ Pack



LEBAO
Hokkaido
Kurobuta
Belly Slice
250g

BUY 1 FREE 1
14⁹⁵
/ Pack



JONGGA
Cut Cabbage
Kimchi
500g

BUY 1 FREE 1
6⁵⁰
/ Pack



MAGGI
2-Min
Instant Noodles
(Curry / Chicken)
5s x 77 - 79g
UP: \$2.67

SAVE 43%
\$1.17
1⁵⁰
/ Pack



PRINGLES
Potato Crisps
(Assorted Flavours)
102 - 134g
UP: 2 for \$7.00 - \$7.60

SAVE 29-34%
\$2.05-\$2.65
4⁹⁵
For 2



OBALAB
Steam Cake
(Cheese / Soya) /
Egg Tart Cake
60g
UP: 2 for \$2.40

SAVE 29%
\$0.70
1⁷⁰
For 2



OATSIDE
Oat Drink
(Assorted Flavours)
240ml - 250ml
UP: 3 for \$5.31

SAVE 43%
\$2.31
3⁰⁰
For 3



COCA COLA
Carbonated Drink
(Less Sugar)
24 x 320ml
UP: \$21.15

SAVE 48%
\$10.20
10⁹⁵
/ Carton



100PLUS
Original Isotonic Drink
24 x 325ml
UP: \$16.80

SAVE 34%
\$5.85
10⁹⁵
/ Carton



CARLSBERG
Beer
24 x 320ml
UP: \$65.65

SAVE 36%
\$23.85
41⁸⁰
/ Carton



TIGER
Beer
24 x 320ml
UP: \$57.47

SAVE 29%
\$16.67
40⁸⁰
/ Carton



JINRO
Soju
(Assorted Flavors)
360ml
UP: \$13.14

SAVE 37%
\$4.89
8²⁵
/ Bottle



CHEVAL DE FEU
LANGUEDOC
AOP
750ml
UP: 2 for \$67.60

SAVE 55%
\$37.65
29⁹⁵
For 2



FRESH JOY
100% Fresh Milk
950ml
UP: 2 for \$10.50

SAVE 24%
\$2.55
7⁹⁵
For 2



IMURAYA
Ice Cream Monaka
(Assorted Flavours)
150ml
UP: 2 for \$5.80

SAVE 39%
\$2.30
3⁵⁰
For 2



EVERBEST
Fresh Soy Chip
300g
UP: 2 for \$10.48

SAVE 47%
\$4.98
5⁵⁰
For 2



ORIENTAL
FORTUNE
Mantou
(Assorted Flavours)
360g
UP: 2 for \$5.54

SAVE 18%
\$1.04
4⁵⁰
For 2



SMH
Salted Egg
Custard Pau
160g
UP: 2 for \$6.90

SAVE 27%
\$1.90
5⁰⁰
For 2



LIM KEE
Mini Siew Mai
(Pork / Chicken)
10 x 24g
UP: 2 for \$7.40

SAVE 19%
\$1.45
5⁹⁵
For 2



LIM KEE
Loh Mai Kai
170g
UP: 3 for \$4.95

SAVE 20%
\$1.00
3⁹⁵
For 3



MEIJI
Plain Cracker
(Assorted Flavours)
416g
UP: 2 for \$12.10

SAVE 13%
\$1.60
10⁵⁰
For 2



AUSTRALIA
Fresh Spare Ribs
UP: \$17.90

SAVE 22%
\$4.00
13⁹⁰
/ Kg



Fresh Whole Salmon
2 - 3Kg

15⁹⁰
/ Kg



Frozen Thawed
Cod Fish (S)

57⁹⁰
/ Kg



THAILAND
Longan
1Kg

5⁴⁵
/ Box



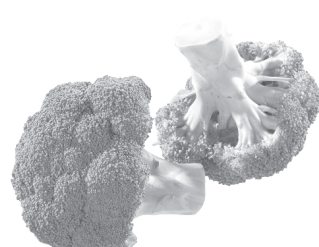
EGYPT
Sweet Celebration
Seedless Grape
500g

2⁵⁵
/ Box



INDONESIA
Petai
200g

3⁸⁸
/ Pack

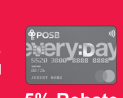


CHINA
Broccoli

1⁷⁸
2Pcs

Terms & Conditions

* Limited to 3 units per product, per customer, per transaction, unless otherwise stated. While stocks last, on a first-come first-served basis. No traders allowed. * Exclusions apply. * Promotional offers are available from 0400hrs onwards, subject to stock availability. Prices are correct at the time of printing. * Sheng Siong reserves the right to amend or withdraw any promotional privileges and/or these Terms & Conditions at any time without prior notice or compensation. * Images are for illustration purposes only. Trimmings and props are not included. * Only selected items are available for online purchase. * Advertised prices for applicable beverages exclude the BCRS 10c deposit per can/bottle.



Seniors Special Discount
Every Tuesday & Wednesday for Singaporeans
& PR aged 60 and above only. Valid till 31/12/2026



CHAS Special Discount
Every Thursday for CHAS Blue Card holders and every
Friday for CHAS Orange Card holders. Valid till 01/01/2027

...all for you!