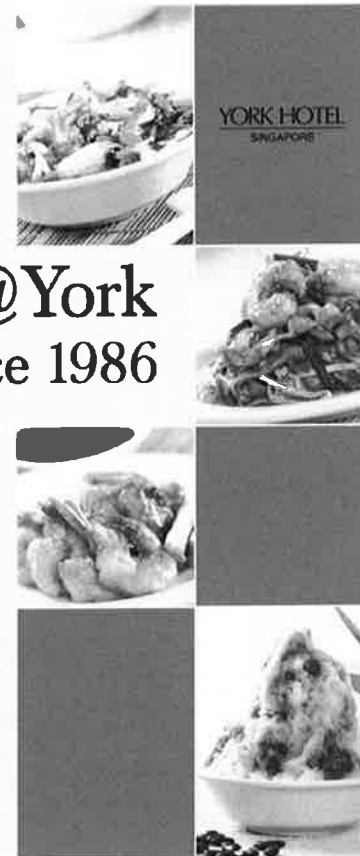


**Penang Hawkers' Fare
@York Hotel Singapore
The 25th Anniversary Celebration
16 December 2011 Till 2 January 2012**

Penang Hawkers' Fare @York
...simply authentic since 1986



The 25th Anniversary Celebration Penang Hawkers' Fare Objectives

- To take the opportunity of the 25th Anniversary Celebration to create buzz and to generate publicity for the Penang Hawkers' Fare
- To showcase hotel's appreciation for the unwavering patronage from the customers for Penang Hawkers' Fare by offering attractive lucky draw prizes and a special discount
- Boost staff morale due to sustained and successful run of the Penang Hawkers' Fare

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Prizes**

Appreciation Theme

25 prizes to thank patrons for their
unwavering support of the Penang
Hawkers' Fare

Top Prize

One pair of return air tickets to Penang
and a 2 night/3 day stay at E&O Hotel

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Prizes**

2nd Prize

One pair of return air tickets to Penang
and a 2 night/3 day stay at Paradise Sandy
Beach Resort

3rd Prize

One pair of return air tickets to Penang
and a 2 night/3 day stay at Lone Pine Hotel

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Prizes**

4th to 25th Prizes

Hotel accomodation stay and meal vouchers
from the York Hotel Singapore

**The 25th Anniversary Celebration
Penang Hawkers' Fare
1-Day Special Discount Of 25%**

Date Monday, 19 December 2011

Offer

25% discount off Penang Hawkers' Fare
Buffet Lunch or Dinner

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Publicity & Promotional Campaigns**

**Interview With Straits Times
Life! Section Secured**

Key Messages

1. Unfailing culinary treats from Penang
three times a year

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Publicity & Promotional Campaigns**

**Interview With Straits Times
Life! Section Secured**

Key Messages

2. 25 years of authentic Penang Hawkers' Fare, touted as Singapore's longest running food promotion featuring foreign chefs

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Publicity & Promotional Campaigns**

**Interview With Straits Times
Life! Section Secured**

Key Messages

**3. Authentic Penang hawkers to prepare and
at York Hotel's White Rose Café**

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Publicity & Promotional Campaigns**

**Interview With Straits Times
Life! Section Secured**

Key Messages

4. Popular and authentic Penang street food from Penang hawkers of renown

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Marketing Collateral Materials**

1. Postcard Mailer

40,000 copies printed and sent to
customers on York Hotel's database

The 25th Anniversary Celebration Penang Hawkers' Fare Marketing Collateral Materials

1. Postcard Mailer

40,000 copies
printed and sent to
customers on York
Hotel's database

Penang Hawkers' Fare @York
...simply authentic since 1986



Penang Hawkers' Fare @York
...simply authentic since 1986

Once again, a team of Penang hawkers has been specially flown in to prepare and cook an authentic spread of all-time favourite Penang Hawkers' Fare from 2 to 18 September 2011.

Enjoy unlimited portions of authentic Penang street food for both lunch and dinner.

Indulge in the ever popular Char Kway Teow, flavoured Penang Prawn Mee, tangy Penang Laksa, crispy Lor Bak,

Penang Rojak, Cuttlefish Kangkong and Oyster Omelette.

We have brought back Roti Jala for this Penang Hawkers' Fare. Enjoy this lacy pancake served with chicken curry.

Complete the meal with desserts of Ban Chang Kueh, Ice Kachang and Chendol.

Win accommodation and meal vouchers from our lucky draw by dining at the Penang Hawkers' Fare.

2 to 18 September 2011

White Rose Café
Lunch : 12 noon - 2.30 pm
Dinner : 6.30 pm - 10.00 pm

Prices for Weekdays (Monday to Friday)
\$25.80++ (Adult)
\$18.80++ (Child below 12 yrs)

Prices for Weekends (Saturday & Sunday) and Public Holidays
\$28.80++ (Adult)
\$20.80++ (Child below 12 yrs)
(Prices for weekends and public holidays are inclusive of free flow of Bandung & Calamansi drinks)

Drinks At Special Prices
Pepsi at \$3.80++ per glass
7-Up at \$3.80++ per glass

All prices are subject to 10% service charge & prevailing Goods & Services Tax.
Menu items are for illustration only and may vary from time to time.
Menu items subject to change without prior notice.
Reservations are not guaranteed.
Seating is on a first-come-first-served basis.
Some food items may be unavailable.

YORK HOTEL
SINGAPORE
21 Mount Elizabeth Singapore 228516
Tel: 6737 0011 Fax: 6732 1217
Website: www.yorkhotel.com.sg



The 25th Anniversary Celebration Penang Hawkers' Fare Marketing Collateral Materials

4. A series of e-mailer

2 to 18 September 2011

Penang Hawkers' Fare @York

...simply authentic since 1986

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*Menu items subject to change without prior notice

*No table reservations will be entertained

*Seating is on a first come first served basis

*Terms and conditions apply



YORK HOTEL
SINGAPORE
21 Mount Elizabeth, Singapore 228516
Tel: 6737 0511 Fax: 6732 1217
Email: fbdept@yorkhotel.com.sg
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2 to 18 September 2011

Penang Hawkers' Fare @York ...simply authentic since 1986

Once again, a team of Penang hawkers has been specially flown in to prepare and cook an authentic spread of all-time favourite Penang Hawkers' Fare from 2 to 18 September 2011. Enjoy unlimited portions of authentic Penang street food for both lunch and dinner.

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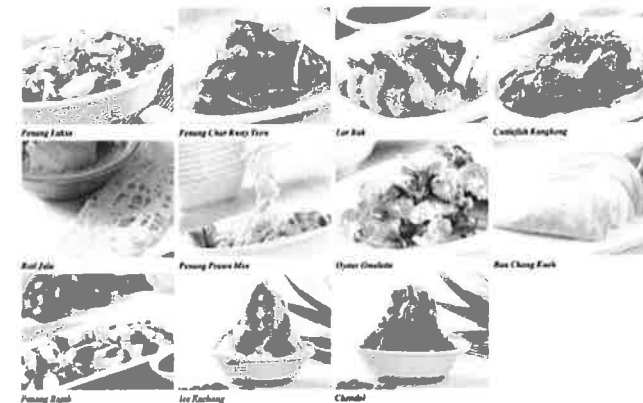
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(Prices for weekends and public holidays are inclusive of free flow of Bandung & Calamansi drinks)

Drinks At Special Prices

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Co-sponsors:



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YORK HOTEL
SINGAPORE

21 Mount Elizabeth, Singapore 228516

Tel: 6737 0511 Fax: 6732 1217

Email: fbdept@yorkhotel.com.sg

Website: www.yorkhotel.com.sg

The 25th Anniversary Celebration Penang Hawkers' Fare Marketing Collateral Materials

Email Banner For Every Outgoing E-mails From The York Hotel

Penang Hawkers' Fare @York ...simply authentic since 1986

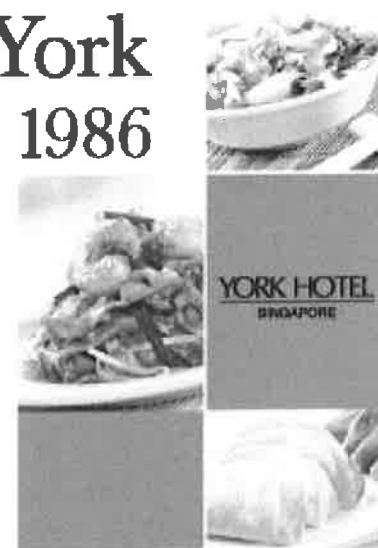
**2 to 18 September 2011
Available for both Lunch & Dinner
White Rose Café**

Once again, a team of Penang hawkers has been specially flown in to prepare and cook an authentic spread of all-time favourite Penang Hawkers' Fare from **2 to 18 September 2011**. Enjoy unlimited portions of authentic Penang street food for both lunch and dinner.

Win accommodation and meal vouchers from our lucky draw by dining at the Penang Hawkers' Fare.

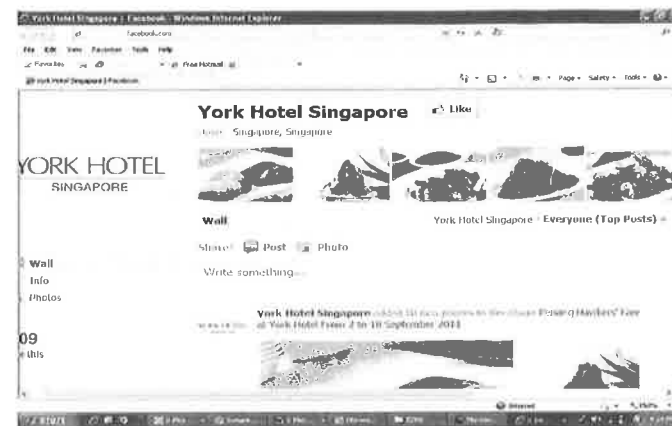
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The 25th Anniversary Celebration Penang Hawkers' Fare Marketing Collateral Materials

York Hotel's Facebook



2. One advertisement in Straits Times



The 25th Anniversary Celebration Penang Hawkers' Fare Marketing Collateral Materials

3. One advertisement in Lian He Wan Bao

FOR CLIENT'S APPROVAL Please acknowledge and Fax return copy to: 6319 8186/8188

Disclaimer

- ☒ Before signing, please ensure that all elements of the advertisement are correct. SPH shall not be liable for any error(s) or entertain any dispute thereafter.
- ☒ The quality of the image(s)/logo(s) supplied for this advertisement is/are not recommended for reproduction in the newspapers.
- ☐ For better image quality, please supply images with 300dpi.
- ☐ This colour printout serves only as a layout and placement guide. Please note that it is not a final indication of colour accuracy when the advertisement is published in the newspapers.

We appreciate your understanding.

Company Stamp

Signature

Name of signatory

2011年9月2日至18日 怡阁酒店槟城小贩美食盛会 ... 正宗檳城美食, 1986年起开始举办

广受喜爱的檳城小販再度來到怡閣酒店, 2011年9月2日至18日, 于午餐与晚餐时间在 White Rose Café 為您呈獻最受人稱頌的檳城美食, 让您大快朵頤!

您可享用的檳城傳統美食包括备受歡迎的炒麵、檳城蝦面、檳城叻沙、脆肉、檳城羅宋、魷魚羹菜和蝦飯。

本屆檳城小販美食盛会, 我們還特別為您帶來印度小吃-阿南(Peri Jalebi), 配上鸡肉咖喱, 是不可錯過的美食。

您還可參加我們的幸運抽獎, 贏取怡閣酒店住宿和餐券。想品嚐正宗的檳城美食, 惟有在怡閣酒店, 千萬別錯過!

York Hotel 21 Mount Elizabeth, Singapore 228610 電話: 8727 0811 848 8738 1217
網址: www.yorkhotel.com.sg

White Rose Café

2011年9月2日至18日
午餐: 中午12時—下午2時30分
晚餐: 傍晚6時30分—晚上10時

周日價格 (星期一至五)

\$25.80++ (成人)

\$18.80++ (12歲以下兒童)

週末與公共假期價格

(星期六與星期日)

\$28.80++ (成人)

\$20.80++ (12歲以下兒童)

(兩項菜式均含兩款檳城特色菜及兩款飲品)

價格為每份10%服務費, 銀行服務稅及抽稅。

* 菜單內之價格如有更改, 恕不另行通知。

* White Rose Café 可接受不零沽情況。

* 恕不接納訂座。

* 座位位先來先得, 恕不保留。

* 附設茶座。



creative:series	plan: 9	size: 12x4 cols	designer: Soh Fung	creative:series	colour: 4
approved: 17/8/11	date: 17/8/11		copywriter:	essence: collector	spot - colour code:
			sales: Jeffrey Nah KC	9623 2128 2054	
client: York Hotel			file: 103075.124.wb.ai		sys no: XXXXXXXXXX

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Proposed Joint Promotion With
Penang Tourism Board
Contest**

**Tell Us Why Do You Like Penang
Hawkers' Fare at York Hotel and stand
a chance to win attractive lucky draw
prizes**

**Short note on contest form to say what
they like about Penang food, the
hawkers**

The 25th Anniversary Celebration Penang Hawkers' Fare Proposed Joint Promotion With Penang Tourism Board

Contest

The contest form on A4 size will give Penang Tourism Board the platform to hype up on the tourism aspects of Penang e.g.

A short address from a key representative of Penang Tourism Board to talk about the exciting developments of Penang

Or a destination piece on Penang tourism with text and photos

The contest form will end with the entry on
“Why I like Penang Hawkers' Fare at the York Hotel”

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Proposed Joint Promotion With
Penang Tourism Board
Contest
Top 25 entries to be selected
25 prizes to be sponsored by
Penang Tourism Board**

1. Airline ticket
2. Hotel accomodation- in addition to hotel accomodation stay at E&O hotel and Lone Pine Hotel for the lucky draw, we seek a few more 2 Night/3 Day stay for contest
3. Merchandise items from Penang Tourism Board
etc.....

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Proposed Joint Promotion With
Penang Tourism Board**

Support From York Hotel

**Logos of Penang Tourism Board on all
our marketing collaterals**

1. York Hotel's postcard
2. York Hotel's website
3. 1 advertisement in Straits Times
4. 1 advertisement in Lian He Wan Bao

The 25th Anniversary Celebration Penang Hawkers' Fare Proposed Joint Promotion With Penang Tourism Board

Support From York Hotel

Logos of Penang Tourism Board on all our marketing collaterals

5. Emailer and email blast to customers
6. e-banner for every outgoing emails from the York Hotel
7. Photo and text for York Hotel's website under News Room
8. All press releases issued out
9. Facebook entries
10. Lucky draw forms
11. Contest form

**The 25th Anniversary Celebration
Penang Hawkers' Fare
Proposed Joint Promotion With
Penang Tourism Board**

- Hotels sponsoring accommodation will get logos featured in all collaterals except advertisement
- In advertisement, the hotels' sponsored prizes will be mentioned in the copy and in text form and no logos due to space constraint.