

## **MEDIA UPDATE**

### **Count down to the launch of JJ Lin's Miracle Coffee pop-up at Marina Bay Sands**

Singapore (28 September 2022) – Marina Bay Sands is gearing up for the launch of [Miracle Coffee](#)'s first-ever pop-up in Singapore on 30 September, 12pm, at the outdoor Rain Oculus of the iconic ArtScience Museum.

The 90-day pop-up, which offers a prelude to the artisanal coffee concept's flagship café unveiling in 2023, is a [partnership](#) between award-winning pop superstar JJ Lin and Marina Bay Sands.

The drinks-only outdoor pop-up concept will offer 10 signature coffee options sourced from specialty single-origin espresso (SOE) beans, such as aromatic *pour overs* and *cold brews*, *Americanos*, *cappuccinos*, specialty *lattes* and the Singapore-exclusive *Kaya Cloud*. To browse the full menu, visit [marinabaysands.com/restaurants/miracle-coffee.html](https://marinabaysands.com/restaurants/miracle-coffee.html).

Designed by the award-winning Singaporean design firm Parable Studio, the limited-time pop-up features a Miracle Coffee branded main counter with two seating benches on each side covered in the brand's signature shade of blue. Acrylic glass panels reminiscent of suspended clouds are inspired by glass layering techniques and expressions of some of the most prolific visual artists of our time, including Ian Trash, Leandro Elrich, Miya Ando, and Xiao Xiao Wan.

### **What to expect on opening day (30 September, 12.00pm – 6.30pm)**



(L-R) Public can queue along the scenic lily pond surrounding ArtScience Museum; guests can look forward to Miracle Coffee's signature beverages; and the Singapore-exclusive **Kaya Cloud**

Come opening day, fans and coffee lovers can start queuing along the scenic lily pond from 6am onwards. Overnight queuing is not allowed and individuals who attempt to form queues before 6am will be dispersed for crowd control reasons.

At the start of the queue, guests will be required to register for a queue slot by scanning a QR code, which will then trigger an SMS notification to inform them to either join the queue or await their turn to join the queue<sup>1</sup>. The physical queue<sup>2</sup> will be limited to 200 guests at any one time. This queue management system will be implemented throughout the opening weekend (1 – 2 October).

<sup>1</sup> The SMS notification will be valid for 15 minutes only. Guests are required to present it for entry.

<sup>2</sup> In case of inclement weather, public will be directed to queue indoors.

Public transport is encouraged during this F1 weekend, as limited roads are open for vehicles.

### **Miracle Coffee x SweetSpot Collaboration**

In the lead-up to operating in its new home at the museum lobby in 2023, Miracle Coffee is also collaborating with current café SweetSpot to offer a limited selection of specialty concoctions. At this indoor café, guests can savour a sampling of Miracle Coffee's non-caffeinated favourites, such as the *brown sugar hōjicha latte*, *Miracle Milo*, and the refreshing JJ's "Wonderblend" smoothie, as well as *Americano* and *latte*. This collaboration, which starts on 30 September, will transition to the full-fledged Miracle Coffee flagship concept next year. The café will also offer the regular SweetSpot pastry menu, and seating within the Museum Lobby is subject to capacity limits.

For more information, visit [marinabaysands.com/restaurants/miracle-coffee.html](https://marinabaysands.com/restaurants/miracle-coffee.html), or join in the conversations on social [@miraclecoffeesg](https://twitter.com/miraclecoffeesg).

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#### **About Miracle Coffee**

The Miracle Coffee concept was established in 2017, founded by award-winning pop superstar JJ Lin. The brand's name was inspired by JJ's philosophy on music: "If miracles had a sound" and expressed through coffee, which is an accessible touchpoint in the lives of many. Miracle Coffee plans for a good cup of coffee to be available on the go in major cities around Asia.

Sip on the café's most raved about artisan *Pour Over Coffee*, made with Miracle Coffee roasted, single origin beans. They also serve *Espresso*, *Americano*, *Latte* and *Cappuccino*. Be sure to grab a friend or two along with you to celebrate 'daily miracles' through coffee together!

#### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs nearly 10,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit [www.marinabaysands.com](https://www.marinabaysands.com)

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