



For more information, please contact. [yongfang@kopifellas.com.sg](mailto:yongfang@kopifellas.com.sg)

Singapore 9<sup>th</sup> June 2021, For Immediate Release

## **Kopifellas First CBD outlet, despite "mini-circuit breaker"**

**Kopifellas latest ambitions spears towards the CBD area and giving back to the community.**

### Kopifellas Expansion undeterred by Covid-19 setbacks

Despite the ongoing Covid-19 pandemic battle and phase 2 heightened measures, these setbacks have not diminished Kopifellas's ambitions to expand one bit. Kopifellas Group who started humbly as a stall in Timbre+ is not just satisfied with having a cafe (Kopifellas Cafe) and a Kopitiam (Fellascube) under their wings. Kopifellas has just announced that it will be launching its first CBD outlet at Change Alley Mall on 15th July 2021. This upcoming outlet will also mark the opening of its fifth outlet.



### Kopifellas at Change Alley Mall

Kopifellas will be opening a new outlet at Change Alley Mall (30 Raffles Place) basement 1, #B1-22. The mall is a 33 storey Office/Retail development, with 3 Basement levels and a direct access to the Raffle Place MRT at Basement 1.



### Kopifellas Community Efforts at Change Alley

May and June 2021 were tough times for F&B businesses due to the phase 2 heightened measures. These measures have forced some to receive a pay cut and others to lose their jobs. Patronage in F&B businesses has also sharply decreased causing net losses or a huge fall in revenue. Kopifellas is no stranger to this.

In response to the damage Covid-19 has brought to Singaporeans as a whole, Kopifellas will be selling its well-loved Kopi & Teh at 80cents (regular size) in Change Alley Mall for a month, an astonishingly low price in the CBD area. Correspondingly, in appreciation of the Government support and efforts during this ongoing covid-19 battle, Kopifellas will be donating 20% of the revenue made at Change Alley Mall for a month to a struggling F&B business decided by a public poll through a social media post. Founder of Kopifellas, Terry Neo who was previously a banker would also like to take this opportunity to encourage fellow CBD employees who are financially stable to not only support F&B businesses but also help the less fortunate in this Covid-19 crisis.

### Kopifellas's Dream

Terry Neo, an ex-banker, fund manager and founder of Kopifellas is finally returning in triumph to his career roots, the Central Business District area of Singapore. He is a living testimony to everyone, proving that dreams do come through if you put in enough effort. Leaving the huge monthly paycheck behind, he has been working day and night for the past three years, constantly developing expansion plans and refining the business system he has created. Finally, on 15th July 2021, his dream of setting up his first CBD Kopifellas outlet came through.



Kopifellas success story has always been driven by Terry's dream of popularising Kopitiam, making it hip accompanied by his love for coffee. In his truest words, these became Kopifellas core value (P.I.E). PURSUING Singaporeans, love for Chill-Chomp-Connect, Kopifellas wants to not only preserve traditional Kopitiam heritage but also INNOVATE, adding a contemporary touch along with a modern twist. Kopifellas also aims to Excel in delivering the highest customer satisfaction that food and beverages can bring.

## Kopifellas's Media Invitation at Change Alley Mall and Giveaways

On the grand opening of Kopifellas's fifth outlet at Change Alley Mall, Kopifellas will be organizing meet and greet sessions for different media outlets. In response to the current Covid-19 measures, the sessions will stagger across different timings.

Attendees will get to experience Kopifellas signature food and beverages free of cost. In addition, different media outlets will also be able to take this chance to interview founder Terry Neo in person and understand how struggling F&B businesses can change their business model to adapt to this endemic turning virus. In Terry's truest words, he hopes that Singapore would be able to preserve our hawker heritage and hopes that younger hawkers would be able to persevere through these tough times. Finally, attendees will receive giveaways and vouchers exclusively for their viewers and audiences.



*For more information, please contact [yongfang@kopifellas.com.sg](mailto:yongfang@kopifellas.com.sg)*