

# 风生繁花

REUNION IN FULL BLOOM

# 月伴中秋



泰茂  
thye moh chan



# 用心烘焙 代代相传

创于1943年，刚迎来 **82周年** 的泰茂栈在中秋之际推出其独一无二的潮州月饼。每一粒月饼都由烘焙师傅巧手手工制作出，外皮酥脆，内馅顺滑可口，并有8种口味供选择。无论是经典的咸豆沙蛋黄、或广受欢迎的鸳鸯蛋黄，都是中秋赠礼的最佳选择。

Since 1943, Thye Moh Chan has been crafting these much-anticipated Teochew mooncakes every Mid-Autumn Festival for more than 80 years. Every single piece is laboriously handmade by our chefs, boasting light flaky pastry skin and delectable fillings. Available in a variety of flavours; from traditional classics such as the Salty Tau Sar with Salted Egg Yolk to popular creations such as Yuan Yang with Salted Egg Yolk, these mooncakes are great as gifts this festive season.





# Savour Singapore's Intangible Cultural Heritage with Thye Moh Chan

自1943年以来，泰茂栈以精湛的手工技术，为忠实顾客打造了正宗潮州饼的传统风味。做为唯一荣获国家文物局颁发的新加坡非物质文化遗产传承人奖的潮州饼家，我们肩负着传承和守护潮州传统手艺的光荣使命。资深师傅们依旧守护着这份传承，确保潮州烘焙的传统得以在新一代手中生生不息，继续在每一位顾客的心中留下深刻的印记。

Founded in 1943, Thye Moh Chan has been the doyen of traditional Teochew pastry in Singapore. Awarded the Stewards of Intangible Cultural Heritage Award 2024 by National Heritage Board Singapore, our veteran chefs continue to mentor new generations, passing down time-honoured traditional pastry craftsmanship. We are proud to share our rich culinary heritage with you and for generations to come.



精湛潮艺  
代代相传  
Heritage in every bite



The Stewards of  
INTANGIBLE  
CULTURAL  
HERITAGE  
BOARD



# 中秋好礼

## Mid-Autumn Gifting

Every Mid-Autumn Festival, families gather to celebrate this special reunion. Light up our beautiful, limited-edition mooncake boxes as lanterns and enjoy the bright moon together. Savour delicious Teochew mooncakes and celebrate the joy of reunion.

一年一中秋，一家一团圆，提着我们精心设计的限量月饼礼盒为中秋灯笼揽月。月下相逢，共赏皎洁明月，品尝传统潮州月饼，共享团圆的喜悦和温暖。





# 伍仁莲蓉

ASSORTED NUTS  
WITH LOTUS PASTE

A perfect balance of nutty crunch and aroma. Enjoy the richness in every bite with smooth white lotus paste filling, perfectly paired with the nutty symphony of peanuts, sesame seeds, almonds, walnuts, pumpkin seeds and sunflower seeds.

香浓伍仁搭配顺滑莲蓉馅，  
层层交融，坚果荟萃，一口爆香，  
完美诠释传统风味。

---

\$52.80

经典四粒装  
Classic (4pcs/box)

热门回归  
Back By Popular  
Demand



# 芋泥蛋黄

## YAM WITH SALTED EGG YOLK

An irresistible blend of sweet and savoury goodness, combining quality yam paste and salted egg yolk.

精选芋泥馅搭配咸蛋黄，  
甜咸交融，口感绝佳。

\$52.80

经典四粒装  
Classic (4pcs/box)

限量  
Limited  
Edition





# 猫山王 榴梿

MAO SHAN  
WANG DURIAN

An enticing treat featuring premium Mao Shan Wang durian-infused mung bean paste encased in our signature flaky pastry.

香郁的猫山王榴梿与豆沙  
相得益彰，口感顺滑可口。

\$58.80

经典四粒装  
Classic (4pcs/box)

限量  
Limited  
Edition



# 咸豆沙蛋黄

## SALTY TAU SAR WITH SALTED EGG YOLK

A perfect pairing of the all-time favourite salty tau sar filling and salted egg yolk for a fragrant and satisfying delight.

经典的咸蛋黄与咸豆沙完美搭配，打造出香浓的传统口味。

---

### \$46.80

经典四粒装  
Classic (4pcs/box)

最畅销  
NO. 1





# 瓜子甜豆沙

SWEET TAU SAR  
WITH MELON SEEDS

Savour the perfect combination of sweet mung bean filling and crunchy melon seeds, creating a smooth and fragrant treat.

品味这完美组合，甜豆沙与瓜子相得益彰，馅料细腻美味。

\$46.80

经典四粒装  
Classic (4pcs/box)

招牌  
Signature



# 鸳鸯蛋黄

YUAN YANG WITH  
SALTED EGG YOLK

A tantalising treat with the perfect combination of spicy pork floss, salted egg yolk, and savoury mung bean.

品味这款美味绝妙的组合，辣味肉松与咸蛋黄为咸豆沙馅料带来了丰富的口感和美味。

---

\$52.80

经典四粒装  
Classic (4pcs/box)

人气  
Most  
Popular

辣味肉松  
Spicy Pork Floss





# 潮州双拼

TEOCHEW

DOUBLE DELIGHT

A perfect fusion of flavours with our unique combination of rich red bean paste filling and a "crystal" filling made from winter melon strips, melon seeds, citrus strips, white sesame seeds, and glutinous rice flour.

由红豆沙与冬瓜条、瓜子、柑橘皮、白芝麻和糯米粉特制的水晶馅完美融合，香气四溢，美味无比。

经典  
Classic

\$46.80

经典四粒装  
Classic (4pcs/box)

招牌水晶馅  
Signature Crystal Filling





# 传统 潮州月饼

TRADITIONAL  
TEOCHEW  
MOONCAKE

A time-honoured Teochew recipe crafted with a perfect blend of maltose, white sesame seeds, citrus strips, and five-spice powder offers a unique and authentic taste of

采用传统的潮州秘方，  
麦芽糖、白芝麻、柑橘皮和  
五香粉的完美搭配，  
呈现怀旧的经典美味。

---

\$16.80



# 黑 滂 糕

## BLACK SESAME CAKE

Savour the elusive delight of a traditional Teochew Black Sesame Cake adorned with persimmon, winter melon, and melon seeds, offering a truly nostalgic taste.

品味这传统的潮州黑滂糕，  
搭配柿子、冬瓜和瓜子，  
芳香浓郁的怀旧口味。

---

\$12.80



# 团团圆圆

DELIGHTFUL  
REUNION

\$46.80

经典四粒装  
Classic (4pcs/box)



咸豆沙蛋黄  
Salty Tau Sar with  
Salted Egg Yolk

x1

瓜子甜豆沙  
Sweet Tau Sar with  
Melon Seeds

x1

潮州双拼  
Teochew  
Double Delight

x1

鸳鸯蛋黄  
Yuan Yang with  
Salted Egg Yolk

x1

换取其他月饼口味需额外付费。其他月饼礼盒供选择。

Top-up charges are required for changing to the selected mooncake flavours. Other packaging designs available.





# 传统大饼

TRADITIONAL  
MOONCAKE

\$34.80

传统大饼  
Traditional (1pc/box)



只限指定口味选择  
Available in selected flavours only

咸豆沙蛋黄  
Salty Tau Sar with  
Salted Egg Yolk

瓜子甜豆沙  
Sweet Tau Sar with  
Melon Seeds

潮州双拼  
Teochew  
Double Delight

# 精致月饼礼盒

PREMIUM MOONCAKE  
GIFTING SET

新推出  
NEW







# \$72.80

精致四粒装  
Premium (4pcs/box)

Enjoy the most exquisite mooncake experience with our Premium Mooncake Gift Set where our gift box doubles up as a serving tray. Accompanied with porcelain teacups, this is the perfect gifting set for you and your loved ones to savour our mooncakes this Mid-Autumn Festival.

不仅是一份月饼礼盒，更是一份心意满满的节日仪式。礼盒巧妙设计为茶点托盘，配套茶杯随盒附上，方便即开即用。让亲友在月下共享茶香与月饼的同时，感受一份别致的节庆温度。

◆ 为团圆添一份仪式感 ◆

咸豆沙蛋黄  
Salty Tau Sar with  
Salted Egg Yolk x1

瓜子甜豆沙  
Sweet Tau Sar  
with Melon Seeds x1

潮州双拼  
Teochew  
Double Delight x1

鸳鸯蛋黄  
Yuan Yang with  
Salted Egg Yolk x1

酥饼弟弟  
Little Tau Sar  
Piah Pouch x1

瓷茶杯  
Porcelain  
Tea Cups x2

换取其他月饼口味需额外付费。  
Top-up charges are required for changing to the selected mooncake flavours.



PERFECT  
HARMONY

\$70.80

经典六粒装  
Classic (6pcs/box)

咸豆沙蛋黄  
Salty Tau Sar with  
Salted Egg Yolk x2

瓜子甜豆沙  
Sweet Tau Sar with  
Melon Seeds x2

鸳鸯蛋黄  
Yuan Yang with  
Salted Egg Yolk x2

换取其他月饼口味需额外付费。

Top-up charges are required for changing to the selected mooncake flavours.



# 早购优惠

## EARLY BIRD SPECIAL



# 15% OFF\*

## 月饼礼盒 MOONCAKE SETS

早购促销有效期至2025年9月23日。在早购促销期间购买的  
所有月饼礼盒必须在2025年9月27日之前领取。所有中秋节活动  
的产品均不适用于累积Yuu积分。售完即止，附带条件。照片只  
供参考。

Terms and Conditions apply. The Early Bird Promotion is valid until 23 September 2025. For all Early Bird purchases made during the promotion, the mooncake sets must be collected by 27 September 2025. All the products in the Mid Autumn Campaign are not eligible for Yuu points accumulation. Promotion is valid while stocks last. Images for illustration purpose only.



Exquisite Mid-Autumn Gift Box



## 月饼礼券供出售

### Mooncake Vouchers Are Available For Sale



唐城坊  
Chinatown Point  
#01-45  
TEL: 6604 8858

星耀樟宜  
Jewel Changi  
#B2-231  
(Re-opening Soon)

百利宫  
Paragon  
#B1-12  
TEL: 6732 8858

裕廊坊  
Jurong Point  
#B1-105  
TEL: 6861 4644

NEX  
#B2-58/59  
TEL: 6634 4486

面包物语总部  
BreadTalk IHQ Level 1  
(1 Sep - 6 Oct 2025)

