

潮州

潮韵飘香
REUNION UNDER



月餅

共度中秋
THE MOON

有餅有月

新加坡首家荣获‘非物质文化遗产传承人奖’的潮汕传统饼家。
The **First and Only** Teochew bakery awarded the Stewards of Intangible Cultural Heritage Award.



精湛潮艺 代代相传

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工艺的光荣使命。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.



匠心制作 礼寄中秋

每一枚手工制作的泰茂棧月餅，皆是对潮州传统酥皮工艺的深情致敬。从层层酥脆的外皮，到精致馅料金黄出炉，每一道工序，皆凝聚着代代相传的匠心与技艺。这中秋团圆时分，与挚爱亲友共享泰茂棧月餅——无论是经典咸豆沙蛋黄，亦或是人气鸳鸯口味，皆满载心意，温暖人心。

Every handcrafted Thye Moh Chan mooncake is a tribute to the timeless art of Teochew pastry craftsmanship. From each delicate layer of flaky crust to the signature fillings baked to golden perfection, each precious element is a testament to generations of refined technique and artisanal excellence. This season of reunion, gather with your family around Thye Moh Chan's mooncakes – from the popular classic Salty Tau Sar with Salted Egg Yolk to the crowd-favourite Yuan Yang.



李丽玲 Katherine Lee
Deputy Chairman, BreadTalk Group

月圆团圆 JOYOUS REUNION



以月餅承味
以綉藝傳情

Celebrate with Heritage

每一盒泰茂棧中秋月餅，皆承載着對潮汕工藝的致敬之情。將經典糕點與潮綉藝術巧妙融合，牡丹圖案源自綉娘大師真迹，花色生動、層次分明，令禮盒煥發文化風華，呈現出獨具一格的文化氣韻。

Each Thye Moh Chan mooncake gift box pays tribute to Teochew craftsmanship — where traditional pastries blend with the artistry of Teochew embroidery. Adorned with peony blossoms inspired by a Teochew embroidery master, each flower comes alive with vibrant colour and lifelike intricacy, making every gift box a piece of cultural elegance.



月圆团圆

JOYOUS REUNION

\$72.80

精致四粒装
Premium (4pcs/box)

- x1 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 鸳鸯蛋黄
Yuan Yang with Salted Egg Yolk
- x1 潮州双拼
Teochew Double Delight
- x1 勝饼弟弟
Little Tau Sar Piah Pouch
- x2 瓷茶杯
Porcelain Tea Cups

花
韵
满
堂

共
赏
明
月



泰茂棧
Tao Ma Zhai

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.



圆圆满满

PERFECT
HARMONY

\$70.80

精致六粒装
Premium (6pcs/box)

- x2 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

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.



花满月圆

MOONLIT BLOSSOMS

\$46.80

经典四粒装
Classic (4pcs/box)

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

Taochow Double Delight

鸳鸯蛋黄

Yuan Yang with Salted Egg Yolk



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.

咸 豆 沙 蛋 黄

最畅销
NO. 1

SALTY TAU SAR WITH SALTED EGG YOLK

An irresistible harmony of flavours, where the savoury depth of our famous tau sar filling meets the golden richness of salted egg yolk to create a fragrant and satisfying delight.

经典的咸香豆沙与咸蛋黄的完美搭配，打造出层次丰富，香气四溢的传统口味。



\$46.80

经典四粒装
Classic (4pcs/box)

SWEET TAU SAR WITH MELON SEEDS

Smooth, fragrant mung bean filling
meets the gentle crunch of melon seeds
— an all-time signature pairing crafted
for pure enjoyment.

绵密的豆沙馅与香脆瓜子相得益彰，
匠心成就经典滋味，回味无穷。

招牌
SIGNATURE

瓜子
甜
豆
沙

\$46.80

经典四粒装
Classic (4pcs/box)



潮州
双拼

独家口味
EXCLUSIVE

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。

● 招牌水晶馅
Signature Crystal Filling

\$46.80

经典四粒装
Classic (4pcs/box)

鸳鸯蛋黄

必点
MUST TRY

YUAN YANG WITH SALTED EGG YOLK

A savoury masterpiece, richly layered with the warmth of spicy pork floss, the golden depth of salted egg yolk, and the smoothness of our classic mung bean filling.

香辣肉松、咸香蛋黄与细腻豆沙馅，
三重风味相融，成就一口层次丰富、
唇齿留香的佳作。

\$52.80

经典四粒装
Classic (4pcs/box)



辣味肉松
Spicy Pork Floss

限量
LIMITED
EDITION

芋
泥
蛋
黄



**YAM WITH
SALTED EGG YOLK**

Quality yam paste meets savoury salted egg again in this limited edition flavour, brought back just for this season.

优质芋泥与咸蛋黄再次相遇，限量回归，只为今季再次唤醒您的味蕾。

\$52.80

经典四粒装
Classic (4pcs/box)

猫山王
榴梿

限量

LIMITED
EDITION

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

猫山王榴梿馅
Made with Mao Shan Wang Durian

经典四粒装
Classic (4pcs/box)

伍仁莲蓉

热门回归
BACK BY POPULAR
DEMAND



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)

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 yesteryear.

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。

传统

TRADITIONAL

\$16.80

传统
潮州
月饼





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

BLACK SESAME CAKE

Savour the rare gem of traditional Teochew pastries – the Teochew Black Sesame Cake! Adorned with persimmon, winter melon and melon seeds, it is a true coveted delight for every celebration.

细品这潮州传统黑捞糕，
搭配了柿饼、冬瓜及瓜子，
层次丰富，堪称珍稀美味。



黑
捞
糕

\$12.80

• EARLY BIRD SPECIAL •

早
购
优
惠

15% OFF*
MOONCAKE SETS 月饼礼盒

早购促销有效期至2025年9月21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。照片仅供参考。

Terms and Conditions apply. The Early Bird Promotion is valid until 21 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.

凭本券领取一盒花满月圆四粒装月饼
Present this voucher to redeem
a box of Moonlit Blossom Mooncake
月饼礼盒：2025年9月4日起至9月21日
Mooncake Collection & Sep. 21 Sep 2025



月饼礼券供出售

Mooncake Vouchers Are Available For Sale



月
圆
夜
／
缘
起
时

BENEATH THE FULL MOON A NEW CHAPTER BEGINS

A full moon has long symbolised unity and joyous beginnings – perfect for the celebration of life's new chapters. In every Teochew wedding, the first chapter of marriage begins with a traditional box of pastries that carries blessings of happiness, harmony, and the sweetness of shared tomorrows. Let Thye Moh Chan be part of your memorable journeys, from betrothal to your wedding day!

在潮汕婚俗中，传统囍饼是爱的开篇。饼中有情、饼中有礼，每一块糕点都承载着对未来的美好祝福。从定亲到大囍之日，愿泰茂栈能与您共赏人生每一份甜蜜！



执子之手
Endless Love



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)