

Gallop into  
**PROSPERITY**  
with Thye Moh Chan

潮味奔腾贺新年

马上发财  
食好运



泰  
moh  
茂  
桂  
chan



# 用心烘焙 | 代代相传

1943年，泰茂栈的故事始于对潮州饼食传统风味的执着。近八十年来，我们的手艺代代相传，初心未改。这份坚守，让我们成为了新加坡唯一获得国家文物局肯定的“非物质文化遗产传承人”潮州饼家。

如今，我们制作的已不只是一块饼，更是一份承载着历史与文化的信物。当您将泰茂栈的饼作为佳节的手礼，共享的是一份源自潮州、扎根新加坡的独特记忆。

Founded in 1943, Thye Moh Chan stands as Singapore's heritage icon for traditional Teochew pastries. Awarded the Stewards of Intangible Cultural Heritage Award 2024 by National Heritage Board Singapore, our veteran chefs continue to pass down time-honoured craftsmanship, sharing this rich legacy with generations to come.

Today, what we create is more than just a pastry – it is a keepsake born of Teochew traditions and rooted deeply in Singapore's history and heritage.



送礼必选泰茂栈  
与驰名潮味，‘赢’接繁荣的新年！

Celebrate a Prosperous New Year  
with Award Winning Flavours





# 黄金元宝

## Golden Ingot

每一枚金元宝包裹着浓香绵密的龙眼凤梨馅，  
寓意财运亨通、吉祥如意、阖家团圆！

Each Golden Ingot is filled with luscious longan pineapple paste,  
symbolising prosperity, fortune and reunion all in one.

限量  
LIMITED  
EDITION

\$22.8

Per box

人气  
MOST  
POPULAR

\$22.8  
8pcs / box



# 金钱肉干饼

Bak Kwa  
Tau Sar Piah

每逢农历新年才限量回归的肉干口味，招牌酥香的饼皮，融合鲜美肉干丁，每一口尽享传统与创新的美味结合。

A limited edition Tau Sar Piah flavour that only makes a comeback every Chinese New Year. Bite into our signature buttery flaky layers now elevated with savoury diced barbequed pork.

# 早购优惠

## PRE-ORDER PROMOTION

— Till 18 Jan 2026 —

**\$19.8**  
~~U.P. \$22.8~~

数量有限，售完为止。赶快提早预订！  
Limited quantities available!



## 香芋贺年 Fortune Yam

我们的香芋贺年包含了炸红葱、香菇、花生、沙葛、猪肉碎、干虾米等，口味层次丰富美味。

Our Fortune Yam is a limited edition festive delicacy that features a rich blend of dried shiitake mushrooms, peanuts, turnip, minced pork and dried shrimps.

限量  
LIMITED  
EDITION

# 早购优惠

## PRE-ORDER PROMOTION

— Till 18 Jan 2026 —

**\$19.8**  
~~U.P. \$22.8~~

数量有限，售完为止。赶快提早预订！  
Limited quantities available!



限量  
LIMITED  
EDITION

# 金玉满堂

## Prosperity Pumpkin

限量回归！我们的金玉满堂包含了香菇、培根和虾米，是一道为每个团圆带来繁荣和好运的美食。

Packed with shiitake mushrooms, bacon and dried shrimps, our Prosperity Pumpkin is back once again just for this festive season to ring in prosperity!

新品  
NEW

\$13.8  
3pcs / box



# 红豆桃花酥

## Pink Blossom Pastry

每小时仅能手作二十朵的桃花酥，皆因手艺与内馅十分讲究。玫瑰色酥层轻拥红豆馅与清香橙皮，每口都是春日的温柔。

Only 20 blossoms are made per hour due to the delicate handmade rose hued pastry layers, which embraces smooth red bean filling brightened with tangy tangerine peel.



\$15.8  
6pcs / box



## 肉松太阳饼 Pork Floss Suncake

酥香层叠的太阳饼，内馅融入了猪肉松，  
层层咸香尽显鲜美风味。

The popular buttery suncake now elevated with a burst  
of rich umami from a generous layer of pork floss.



新品  
NEW

\$16.8 Per Tin

## 杏仁饼 Almond Cookie

甄选优质杏仁，饼身松脆，饼心香甜，  
每一口都能品尝到浓郁的杏仁香味！

Delight in the crisp exterior and irresistible nutty  
aroma at the core of our flavourful almond cookies.



## 鸭蛋卷 Duck Egg Roll

新品  
NEW

\$16.8 Per Tin

采用鸭蛋精制而成，这款酥香浓郁的蛋卷，层层酥脆、口感醇厚，每一口都带来奢华的满足感。

Duck eggs turn the classic egg roll into an extraordinary treat, giving it a buttery texture and richer flavours.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~



人气  
POPULAR

**\$15.8**  
Per Bottle

## 斑兰椰子酥 Mini Ondeh Ondeh

泰茂栈的斑兰椰子酥以娘惹椰丝球的甜点为启发，以新的形式保留了这道经典甜点的传统口味。  
Thye Moh Chan's Mini Ondeh Ondeh Pastry is inspired by Singapore's famous Peranakan dessert. It stays true to tradition, preserves cultural heritage, and is filled with delicious Gula Melaka-infused coconut.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

人气  
POPULAR

**\$15.8**  
Per Bottle



**旺来酥**  
**Pineapple**  
**Pastry**

金黄色的绵软外皮搭上香甜的椰糖凤梨馅，  
每口都是迷人的果香。

Perfect bite-sized golden pastries filled with irresistible  
fragrant gula melaka-infused pineapple filling.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~



贊!  
BEST!

**\$15.8**  
Per Bottle



# 腰果酥

## Cashew Nut Cookie

我们的腰果酥每一口都充满香浓的坚果味和令人回味无穷的酥脆口感! 是个佳节里老少咸宜的美味佳选。

Our Cashew Nut Cookie is a festive hit across all ages with its delicious, rich nutty flavour and fragrant cashew nuts.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

经典  
CLASSIC

**\$15.8**  
Per Bottle



## 奶油曲奇 Butter Cookie

经典的奶油曲奇，奶香浓郁，入口即化，  
是每个佳节都必备的诱人零嘴！

A classic buttery cookie with that melt-in-your-mouth magic  
in every bite! An irresistible treat for every festive occasion.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

新品  
NEW

**\$15.8**  
Per Bottle



# 金钱杏仁脆片

## Prosperity Almond Florentine

香脆杏仁与浓郁奶油的完美结合，呈现丰富而迷人的口感层次！

A delightful treat featuring crunchy almonds and creamy butter to create a perfect blend of flavours and textures!

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

新品  
NEW

**\$15.8**

Per Bottle



# 香辣虾米卷

## Shrimp Roll

酥脆的外皮包着饱满的香辣虾米馅料，每一口都让人齿颊留香，好吃到让你停不下来！

Our delicious spicy dried shrimp filling is wrapped in an extra crispy crust, making every bite truly unforgettable!

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

新品  
NEW

**\$15.8**  
Per Bottle



## 榛果巧克力曲奇 Hazelnut Chocolate Butter Cookie

入口即化的奶油曲奇，顶部点缀着丝滑浓郁的榛果巧克力，香气四溢，一口入魂！

Melt-in-your-mouth buttery cookie topped with a decadent dollop of smooth hazelnut chocolate.

Any 2 Bottles

**\$28.8**  
~~U.P. \$31.6~~

Any 3 Bottles

**\$40.8**  
~~U.P. \$47.4~~

经典  
CLASSIC

**\$15.8**

Per Bottle



# 好事花生曲奇

## Peanut Cookie

让人一口就爱上的花生曲奇香浓酥软、  
金黄诱人，满载花生的天然香气。

A rich and nutty peanut butter cookie baked to golden perfection. Soft, fragrant, and bursting with the aroma of roasted peanuts.

新品  
NEW

\$18.8

Per Bottle



## 迷你佛伦丁脆饼 Mini Florentine Cup

您最爱的杏仁脆片，化身为可爱的迷你杯！每一口都带来坚果香气与甜脆口感的完美融合，令人难忘！  
Your favourite Florentine crisp, now in cute bite-sized cups!  
Enjoy the perfect mix of nutty aroma and sweet crunch in every mouthful.



经典  
CLASSIC

\$22.8 Per Tin

## 蛋卷 Love Letter

香脆的蛋卷散发着浓浓椰子香，一口下去就停不下来！

Crispy, delectable egg rolls infused with gentle hints of coconut fragrance, definitely a must-have for Chinese New Year!



送礼必选泰茂栈

Luxurious packaging  
designed to elevate every gifting moment.

奢雅精致的包装设计，为每一个送礼时刻增添格调与品味。

如意礼包

Auspicious Gift Bag

\$60

1 盒椰糖旺梨饼 Gula Melaka Pineapple Pastry	1 包黑芝麻酥 Black Sesame Crisps
1 盒鸭蛋卷 Duck Egg Roll	1 包限量红包封 Limited Edition Ang Pao
1 盒太阳饼 Sun Cake	1 个如意提包 Auspicious Bag



# 幸福礼包

Happiness Gift Bag

\$119

1 盒椰糖旺梨饼	1 罐腰果酥
Gula Melaka Pineapple Pastry	Cashew Nut Cookie
1 盒蔓越莓饼	1 罐旺来酥
Cranberry Pineapple Pastry	Pineapple Pastry
1 盒鸭蛋卷	1 包限量红包封
Duck Egg Roll	Limited Edition Ang Pao
1 盒太阳饼	1 个勝饼弟弟
Sun Cake	Limited Edition Tau Sar Piah Pouch
1 盒杏仁饼	1 个幸福提包
Almond Cookie	Happiness Bag



# 心想事成礼篮

## Joyous Hamper

# \$242

1 盒龙眼饼 Longan Pineapple Pastry	1 包金瓜子酥 Pumpkin Matcha Crisps
1 盒蛋卷 Love Letter	1 包限量红包封 Limited Edition Ang Pao
1 盒鸭蛋卷 Duck Egg Roll	1 个勝饼弟弟 Limited Edition Tau Sar Piah Pouch
1 盒太阳饼 Sun Cake	1 个精致中型礼篮 Medium Exquisite Gift Basket
1 盒杏仁饼 Almond Cookie	
1 罐腰果酥 Cashew Nut Cookie	
1 盒核桃酥 Walnut Pastry	
1 个年糕 Nian Gao	
1 盒桂圆糕 Macadamia Longan Cake	
1 包黑芝麻酥 Black Sesame Crisps	



# 大团圆礼篮

## Reunion Hamper

# \$320



1 个黄金元宝	1 盒核枣糕
Golden Ingot	Red Dates Walnut Cake
1 盒椰糖旺梨饼	1 盒蛋卷
Gula Melaka Pineapple Pastry	Love Letter
1 盒蔓越莓饼	1 个年糕
Cranberry Pineapple Pastry	Nian Gao
1 罐金钱杏仁脆片	1 包花生米香酥
Prosperity Almond Florentine	Peanut Rice Crisps
1 罐香辣虾米	1 盒太阳饼
Shrimp Roll	Sun Cake
1 包金瓜子酥	1 罐旺来酥
Pumpkin Matcha Crisps	Pineapple Pastry
	1 罐斑兰椰子酥
	Mini Onde-onde
	1 罐腰果酥
	Cashew Nut Cookie
	1 盒桂圆糕
	Macadamia Longan Cake
	1 包限量版红包封
	Limited Edition Ang Pao
	1 个勝饼弟弟
	Limited Edition Tau Sar Piah Pouch
	1 个精致大型礼篮
	Large Exquisite Gift Basket

Thye Moh Chan reserves the right to substitute with another product of similar value in the event the original products are not available.

# 门店促销

## STORE PROMOTIONS



NOW TILL 16 Feb 2026



SURE-WIN  
LUCKY  
DRAW

幸 运 抽 奖



只需消费满\$38就有机会赢取一个  
**大团圆礼篮(价值\$320)**

或其他精彩奖品!

Stand a chance to win

**Reunion Hamper (worth \$320)**

or other attractive prizes with minimum \$38 spend!

促销至2026年2月16日，售完即止。附带条件，照片只供参考。

Promotion is valid till 16 Feb 2026 on a while stocks last basis.

Terms and conditions apply. Images for illustration purposes only.



佳 节 赠 礼



只需消费满\$28，就能领取  
一张 \$2 (消费最少\$20) 折扣券。

Receive a \$2 (minimum spend \$20)  
discount voucher with  
minimum \$28 spend.

One redemption per customer per receipt. While stocks last.

DBS/POSB Cardmembers Exclusive

只需消费满\$40，  
就能享有\$2折扣。

**\$2 OFF**  
with minimum \$40 spend.

Limited to the first 1,000 redemptions.  
Other terms and conditions apply.



愛意滿滿迎新年

## RING IN THE NEW YEAR WITH LOVE

Chinese New Year is the perfect time to celebrate love, as couples start their journey together amid joy, prosperity, and the warmth of loved ones.

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 every memorable milestone today!

在潮汕婚俗中，婚姻的第一章都从一盒传统喜饼开始。每一块糕点都承载着幸福、和谐以及甜美未来的美好祝福。从定情到大囍之日，愿泰茂栈能与您共享人生每一份的甜蜜！



执子之手  
Endless Love

# 泰茂樟

thye moh chan

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

百利宫  
Paragon  
#B1-12  
TEL: 6732 8858

NEX  
#B2-58/59  
TEL: 6634 4486

星耀樟宜  
Jewel Changi  
#B2-231  
TEL: 6214 9803

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

面包物语总部  
BreadTalk IHQ Level 1  
(1 Jan - 16 Feb 2026)



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All visuals are for illustration purposes only.