

泰
thye
茂
moh
棧
chan



新加坡国家文物局
2024非物质文化遗产
传承人奖

Stewards of
Intangible Cultural Heritage
by National Heritage Board
Singapore 2024

A Mid-Autumn in Full Bloom

花好月圆 • 蝶舞中秋



匠心制作 礼寄中秋

每一枚手工制作的泰茂栈月饼，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栈月饼——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

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.



National
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Stewards of Intangible
Cultural Heritage Award 2024

Thye Moh Chan



Unveil a modern reflection of Teochew heritage with Thye Moh Chan

每一盒泰茂棧中秋月餅，皆承載着對數百年潮州傳統文化的禮贊。禮盒設計以象徵團圓的古代“月宮鏡”為靈感，流光紋飾映照出潮州玉雕玲瓏剔透的藝術神韻。灵动玉兔穿梭于牡丹、梅花与宝相花之间，寓意花好月圆、吉祥团圆，尽显潮州文化之美，为中秋佳节献上一份雅致心意。

Each Thye Moh Chan mooncake gift box pays tribute to centuries of Teochew heritage. Inspired by the ancient Moon Palace Mirror, a timeless symbol of reunion, its iridescent glass-like finish reflects the translucent elegance of Teochew jade carving. Adorned with leaping rabbits amid peonies, plum blossoms, and the sacred Baoxiang Flower, this giftbox is a true piece of cultural art.



附送可拆式

幻彩仙兔磁铁一对！

Comes with a pair of detachable
Celestial Bunny Magnets!

花满月圆

MOONLIT BLOSSOMS

\$46.80

经典四粒装
Classic (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 潮州双拼
Teochew Double Delight
- x1 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.

招牌水晶馅
Signature Crystal Filling



独家口味
EXCLUSIVE

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。

\$46.80

经典四粒装
Classic (4pcs/box)

必点
MUST TRY



辣味肉松
Spicy Pork Floss



鸳鸯
蛋黄

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)

咸豆沙蛋黄

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)

最畅销
NO. 1

招牌
SIGNATURE



瓜子甜豆沙

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。

\$46.80

经典四粒装
Classic (4pcs/box)

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。

限量
LIMITED
EDITION

\$52.8

经典四粒装
Classic (4pcs/box)



猫
山
王
榴
槌

MAO SHAN WANG DURIAN

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

香郁的猫山王榴槌与豆沙相得益彰，口感顺滑可口。

\$58.8

经典四粒装
Classic (4pcs/box)

限量
LIMITED
EDITION



猫山王榴槌馅

Made with Mao Shan Wang Durian

红
枣
龙
眼

RED DATE LONGAN

A delicious filling crafted with a nourishing blend of longan and red dates, finished with a sprinkling of crushed walnuts.

清甜桂圆与红枣精心调制成馅，再点缀香脆核桃碎，口感丰富，齿颊留香。

\$46.8

经典四粒装
Classic (4pcs/box)

新
NEW



黑
滂
糕

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.

细品这潮州传统黑滂糕，搭配了柿饼、冬瓜及瓜子，层次丰富，堪称珍稀美味。

\$12.8



传统潮州月餅

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。

\$16.8

传统
TRADITIONAL



传统大餅 TRADITIONAL MOONCAKE

\$34.80

传统大餅
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

早购优惠

• EARLY BIRD SPECIAL •

15% OFF*

MOONCAKE SETS 月饼礼盒

早购促销有效期至2026年9月14日。在早购促销期间购买的所有月饼礼盒必须在2026年9月18日之前领取。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 14 September 2026. For all Early Bird purchases made during the promotion, the mooncake sets must be collected by 18 September 2026. Promotion is valid while stocks last. Images for illustration purpose only.



月饼礼券供出售
Mooncake Vouchers
Are Available For Sale



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
(18 Aug - 25 Sep 2026)

