

EGG STOP

FOR IMMEDIATE RELEASE

A Toast to Culturally Blended Sandwiches at EGG STOP

An egg-citing new sandwich shack that marries the richness of Korean ingredients with the comfort of an all-American breakfast

August 2018, Singapore - This breakfast adventure begins with EGG STOP's first ever outlet in Paya Lebar Square. EGG STOP's philosophy is a testament to the fact that the all-important meal of breakfast is often neglected in the hustle and bustle of city life. The sandwich shack believes that there is no better way to reignite a passion for breakfast but with an all-day selection of hearty and delectable breakfast sandwiches that boast the soulfulness of Korean cuisine in unity with the signature wholesomeness of an American breakfast.

EGG STOP's menu of freshly prepared sandwiches, store-brewed coffee, and refreshing sparkling ades wishes to uphold an ethos of spontaneity, accessibility, and variety.

A Toast to Culturally Blended Sandwiches



Above: A plethora of exquisite choices at EGG STOP's

The six-sandwich menu offers a mouth-watering array of traditional sandwiches with a Korean twist, providing a provocative blend of flavours for all palettes. Every item features two slices

EGG STOP

of buttery, crisp-edged milk bread that is freshly baked daily. Furthermore, the partially Muslim-owned business ensures every ingredient is halal-certified.

Prices are kept affordable at EGG STOP. From the classic sandwich proteins of **Smoked Chicken** (S\$6.90) and **Chicken Ham & Cheese** (S\$4.90), to the vegetarian choice of **Avocado & Egg** (S\$7.90), EGG STOP guarantees that there is a sandwich for everyone. Amongst this plethora of exquisite choices is the "**Egg Stop Signature**" (S\$4.90), the perfect on-the-go breakfast sandwich containing caramelized onions, scrambled eggs, and mayonnaise with a drizzle of specially blended sauce. For a distinct savouriness, there is the "**Teriyaki Beef Sandwich**" (S\$7.40). Filled with sumptuous marinated beef and caramelized onions, this delicious sandwich is topped off with an egg yolk eagerly waiting to be popped. For just an additional S\$2.00, indulge a little more with a brew of choice.

The Aesthetic

The look of the take-away sandwich shack perfectly reflects the brand's philosophy. EGG STOP is situated amongst the bustling mall, allowing customers to take a quick break from their busy day to chow down on some quality breakfast sandwiches. With black and white counters and a functionally minimalistic design, the outlet is easy on the eyes and highly Instagram-able. Similarly, EGG STOP sandwiches are served in convenient take-away boxes (pictured above), making even eating on-the-go a breeze.

By the end of 2018, EGG STOP has plans to open three more sandwich shacks in malls all over Singapore. With the spirit of an accessible, simple, and delicious breakfast, EGG STOP aims to serve up sandwiches that are made with love and attention for every and anyone.

About EGG STOP:

EGG STOP's all-day breakfast concept is a tribute to diversity, spontaneity, and accessibility. With a mission to reignite a passion for breakfast amidst the hustle and bustle of city life, the sandwich shack offers an array of sandwiches on-the-go. The menu features six thoughtfully crafted and freshly prepared sandwiches which marries the richness of Korean ingredients with the comfort of an all-American breakfast. For more information on EGG STOP, visit [Facebook.com/EGGSTOPSG](https://www.facebook.com/EGGSTOPSG) or [@EGGSTOPsg](https://www.instagram.com/EGGSTOPsg) on Instagram.



Factsheet

Address: 60 Paya Lebar Road, Paya Lebar square. #01-62
(Opposite OCBC Bank)

Operating Hours: Mondays to Sundays, 10am - 10pm

Payment: Cash

Facebook: [Facebook.com/EGGSTOPSG](https://www.facebook.com/EGGSTOPSG)

Instagram: [@EGGSTOP](https://www.instagram.com/EGGSTOP), [#EGGSTOPSG](https://www.instagram.com/EGGSTOPSG)