



Nostalgic Refreshing Tea Time with Chinatown Character Tea Bags

28 August 2019, Singapore: Chinatown Heritage Centre invites all to “yumcha” with iconic characters of Chinatown with the launch of the “1950s Singapore: Chinatown Heritage Tea Bags”. In collaboration with award-winning illustrator Patrick Yee and Chinatown’s 94 year-old tea merchant and heritage brand Pek Sin Choon, Chinatown Heritage Centre will be launching this bespoke gift as part of the Chinatown Mid-Autumn Festival Celebrations commencing this Saturday 31 August 2019.

The “1950s Singapore: Chinatown Heritage Tea Bags” is a delightful gift set comprising 6 iconic Chinatown Character tea bags - the Samsui Woman Construction Worker, Coffee Shop Towkay, Shophouse Landlord Lady, Majie Domestic Servant, Mata Mata Policeman and the Street Hawker. The character tea bags contain 6 different blends of Chinese tea leaves and are specially designed to hang on the tea cup, to create a nostalgic yet refreshing experience of drinking tea Singapore Chinatown style.

Ms Margaret Zhang, Director of Chinatown Heritage Centre said: “Chinatown Heritage Centre celebrates the people of Chinatown - the personal stories of early migrant settlers who made Chinatown their home, their arduous life journeys and their spirit of resilience. At the heart of Chinatown is the people and we knew that our signature memorabilia had to revolve around the colourful iconic characters of Chinatown.

With this in mind, we set out to look for like-minded partners with a passion for Chinatown’s heritage and approached Patrick Yee and Pek Sin Choon to make this gift idea possible. We hope that the character tea bags will be well-received and we look forward to producing more characters of Singapore’s multicultural Chinatown.

Of course, it is our wish that when people see the 1950s Singapore Chinatown Character tea bags and have a taste of Pek Sin Choon’s specially blended tea, they will want to visit the Chinatown Heritage Centre as the first step to discovering Chinatown and to experience Singapore’s transformational story.”

The “Chinatown Heritage Tea Bags” features 6 flavours of Chinese tea - Osmanthus Oolong, Rose Pu’er, Pek Sin Choon’s very own Wuyi Iron Arhat, Grade 1 Tie Guanyin, Ping Pong Tie Guanyin and “Renowned Unknown Fragrance Tea”. Established in 1925 by the late Madam Bai-Zhuang Dan Niang together with her son Mr Pek Kim Au, Pek Sin Choon is one of the oldest tea merchants located in Chinatown and one of the remaining few tea merchants in Singapore that still blends their own tea leaves using the traditional method.

Mr Kenry Peh, fourth-generation owner of Pek Sin Choon, said: “Nanyang Tea is defined by its unique specialty blends. As one of Chinatown’s earliest tea merchants, Pek Sin Choon has a special bond with the people of Chinatown. Some of our teas were especially concocted for the residents of Chinatown. Pek Sin

Choon’s Wuyi Iron Arhat was first blended in the 1930s for the people who were mostly working as labourers. With its rich mineral content, this special blend provided nutrients to supplement the people’s diet. This kept



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the coolies healthy and strong and that is why the Samsui Woman is the ideal character icon to represent this tea.

The “Renowned Unknown Fragrance Tea” was created by Pek Sin Choon’s founder Mr Pek Kim Au in the 1950s. When the tea was first concocted, its fragrance was beyond description and its taste made it a perfect pairing with Bak Kut Teh. The Street Hawker character was chosen as a befitting icon to tell the story of this very special blend and its significant contribution to Singapore’s food heritage.”

The 6 colourful iconic characters featured in the gift set were designed by popular Singapore artist, illustrator and art teacher Mr Patrick Yee who received the award for "The Most Prolific Children's Books Illustrator" by the Singapore Book of Records in 2016. Inspired by the people of Chinatown, Patrick has published 2 books in Mandarin “The Story of Red Headscarf” and “The Majie’s Goldfish Lantern”, illustrating the lives of the Samsui Woman and the Majie Domestic Servant.

Patrick’s fascination with Chinatown started when he was a child. Although he did not live in Chinatown, he visited Chinatown frequently and was familiar with the sights and sounds, people and trades of Chinatown, which left a deep impression on him. He loved collecting old photographs and artefacts of Chinatown and developed a special affinity for drawing historic scenes of Chinatown with its vanishing trades and iconic characters, capturing vividly the expressions, mood and feel of the people and place.

The “1950s Singapore: Chinatown Heritage Tea Bags” will be launched on 31 August 2019 to coincide with the Official Light-Up and Opening Ceremony for the Chinatown Mid-Autumn Festival 2019. The one-of-a-kind gift set will be available for purchase at the Chinatown Heritage Centre located at 48 Pagoda Street. Each gift set comprising 6 iconic character tea bags will be retailing at S\$10 (before GST).

In conjunction with the Mid-Autumn festivities, Chinatown Heritage Centre will be transforming its exhibition wall on Level 1 into “Ah Da’s Provision Shop” illustrated by Patrick Yee. The Provision Shop will be decorated with colourful hanging lanterns and feature a giant tea cup that you can “sit in” with larger-than-life Chinatown Character tea bags. This highly instagrammable interactive photo wall with giant mooncake cushions and pomelo hat photo props will be open to public to take memorable fun shots for the season from 9.30am to 6.30pm daily.

The Provision Shop will also showcase Pek Sin Choon’s tea leaves and tools of the trade, as well as Patrick Yee’s extensive collection of beautifully illustrated books, prints and postcards. For “The Story of Red Headscarf” and “Majie’s Goldfish Lantern”, tune in to the audio stories on Chinatown Heritage Centre’s website and let the storyteller bring you on a journey to meet the colourful iconic characters of Chinatown.



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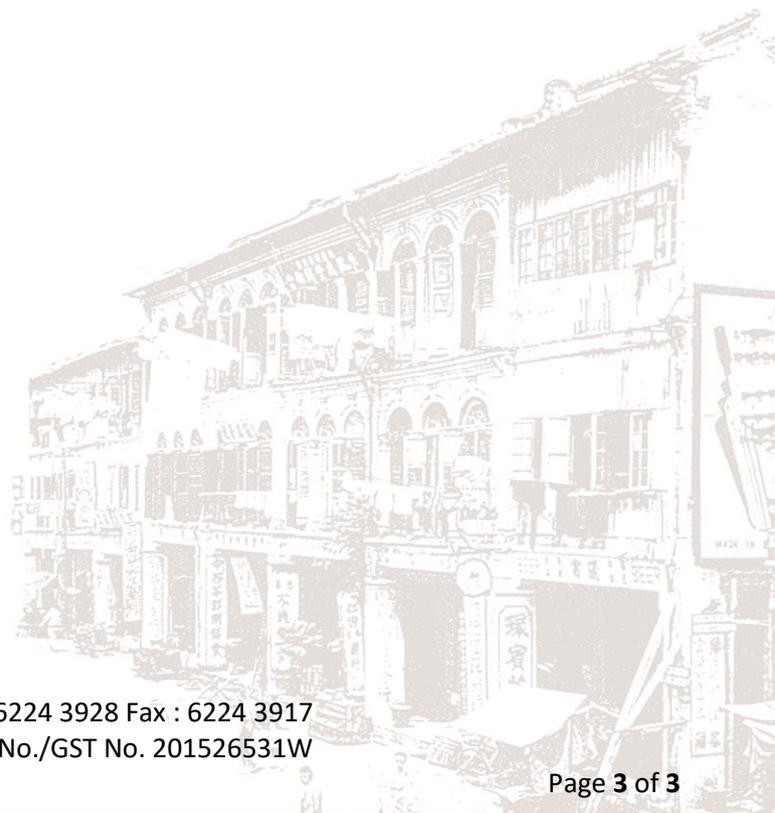


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