

Press Release



FOR IMMEDIATE RELEASE

Miracle Coffee opens Singapore flagship at ArtScience Museum

Grand opening witnessed the inauguration of The Miracle Lab helmed by local coffee makers to do good for charity; café unveils a brand-new food menu starring local flavours

Singapore (7 December 2023) – Miracle Coffee settled into its home at the lobby of ArtScience Museum yesterday, following a grand opening event officiated by award-winning homegrown pop superstar and Miracle Coffee founder JJ Lin and Marina Bay Sands' Chief Operating Officer Paul Town.



Miracle Coffee founder JJ Lin and Marina Bay Sands' Chief Operating Officer Paul Town inaugurate the opening of Miracle Coffee's flagship café in Singapore on 6 December

The private event held on opening day (6 December) saw over 120 invited guests in attendance, comprising members of the press and notable local personalities including homegrown singers Carrie Yeo, Diya Tan, Hong Junyang, Joi Chua and Serene Koong, beatboxer Dharni, hip hop artist and songwriter ShiGGa Shay, actors Allan Wu and Bonnie Loo, national badminton player Loh Kean Yew, and radio DJs Edward Russell, Hazelle Teo, Jean Danker and Kimberly Wang. The grand opening event also marked the first installation of **The Miracle Lab** series, a sharing platform for coffee enthusiasts to connect over conversations around coffee and innovation.

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Celebrity friends gathered at Miracle Coffee to celebrate the grand opening of the flagship café with JJ Lin

“We have always wanted Miracle Coffee to be more than just a café, where dreamers and coffee enthusiasts can come together to savour everyday miracles. The launch of our Singapore flagship and Miracle Lab will give rise to more opportunities to grow the local coffee community through unique collaborations with industry partners,” said JJ Lin.

The collaboration was witnessed on opening day, as locally renowned coffeemakers Equate Coffee, Glyph Supply Co and Homeground Coffee Roasters joined JJ Lin to showcase their craft and share coffee making tips via a live demonstration of a special coffee flight named *The Miracle 4*. Priced at S\$20 each, the limited-time flight is created for the opening month till 31 December, using single origin coffee beans from Miracle Coffee. In commemoration of this partnership, all proceeds from 6 to 10 December of *The Miracle 4* will go towards Metta Welfare Association, which runs a café run by trained youths with special needs. Marina Bay Sands will further match dollar-for-dollar the amount of money raised.

“Marina Bay Sands is pleased to have embarked on this journey with JJ Lin, from dreaming up the first-ever Miracle Coffee outdoor pop-up by the Rain Oculus, to flagging off the final pitstop with Miracle Racing Team during the Singapore Grand Prix season, and finally unveiling the highly

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anticipated flagship café in the lobby of ArtScience Museum. Now that we have finally come full circle with the café anchored on home ground, we are excited to see this collaboration cross many more milestones in 2024 and beyond as Miracle Coffee grows a community of like-minded coffee enthusiasts," said Paul Town.

More than just a café: *The Miracle Lab* debuts



*Co-founders from renowned local coffee roasters Equate Coffee, Glyph Supply Co and Homeground Coffee Roasters in dialogue with Miracle Coffee to present **The Miracle 4***

Broadcasted live on Instagram [@jjlin](#) and [@miraclecoffee.sg](#), the first edition of *The Miracle Lab* gave fans and members of the public insights into the wondrous world of coffee.

The session kicked off with Ed Ng from Miracle Coffee who revealed one of the flagship café's two brand-new coffee concoctions, **Miracle Dream**. Inspired by the flora and fauna of the Garden City, the picture-worthy multi-layered drink features a tangy fresh lemon juice base with the signature butterfly pea flower, topped with a single shot of medium roasted Peruvian single origin espresso beans boasting a citrusy infusion of the sweet aroma of apples. Lingering notes of caramel add depth and richness to the beverage, which is finished with a refreshing twist of coconut water and bubbly sparkling water for effervescence to tantalise the tastebuds and senses.

Next, JJ invited Equate Coffee's partner and co-founder Ryan Pang to unveil **Miracle Equate**, a novel concoction highlighting the bold essence of a nutty cold brew finished with tonic water and delicate notes of chrysanthemum tea, before Glyph Supply Co's co-founder Pua Yisin showcased his flair through **Miracle Glyph**, a delightful brew comprising citrus and pear, and a floral aftertaste of elderflower. Lastly, Homeground Coffee Roasters' co-founder Elysia Tan revealed **Miracle Homeground**, a creative coffee featuring the creamy mouthfeel of yoghurt, tasting notes of mango, the tartness of yuzu and a lingering dark chocolate finish.

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Miracle Coffee reveals brand-new food menu in Singapore



Look forward to an all-new menu specially created for Miracle Coffee Singapore (from L to R): **Rainbow Roti and Miracle Tiramisu; Miracle Dream and Rainbow Cloud; Miracle Checkerboard Cake and Latte**

Miracle Coffee flagship café's all-new food menu will be headlined by an array of whimsical desserts created in collaboration with Marina Bay Sands' executive pastry chef Hoi Kuok I, alongside a selection of locally inspired sandwiches, from *Laksa Prawn* and *Crabmeat Otah* to *Hainanese Chicken*, as well as gourmet wraps, salads, freshly baked *Miracle Cloud Bread* and more.

The ensemble of desserts features popular local ingredients celebrating familiar flavours reminiscent of JJ's childhood, from traditional ice-cream cart hawkers with the *Rainbow Roti*, a mini cake filled with a decadent combination of strawberry and pandan mousse, pineapple and vanilla jaconde, to the nostalgic aroma of Nanyang coffee in the crispy *Kopi Choux Puff* filled with Hainanese coffee infused creamy custard.

The café also offers four cloud-shaped mini cakes emblematic of Miracle Coffee's signature cloud logo and inspired by Singapore's tropical climate and sunny skies. Choose from *Weather Cloud* featuring a coconut flavoured exterior with a mango passionfruit core, and brighten up your day with *Rainbow Cloud* boasting a calamansi exterior and surprises with a soursop and an avocado cube centre.

Rain or shine, comfort yourself with the *Rainy Cloud* made of an earl grey tea milk chocolate case with a raspberry filling, and delight your senses with *Thunder Cloud*, a sea buckthorn-filled treat encased in a fragrant black sesame mousse. Meanwhile, those seeking a refreshing pick-me-up will enjoy the *Coconut Malibu Tiramisu* featuring Miracle Coffee's house blend infused with Malibu coconut rum and coconut water, or the *Miracle Milo Dinosaur*, a treat comprising Milo mousse, flourless chocolate sponge and caramel condensed milk topped with a generous serving of Milo powder.

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Whole cakes are also available for takeaway, in addition to sliced cakes. Delight loved ones with the *Miracle Checkerboard Cake*, a classic butter cake dressed in the colours of Miracle Coffee, the *Blue Pea Coconut Cloud Roll*, a blue pea Swiss roll that envelopes a jelly comprising fresh coconut juice and flesh, and Singaporeans' favourite flavours of pandan coconut and rose syrup culminating in the delicate *Kaya Bandung Chiffon Cake*.

In addition to crowd favourites such as the Singapore-exclusive *Kaya Cloud* and the founder's go-to smoothie *JJ's Wonderblend*, fans can look forward to a beverage edition of *Miracle Tiramisu*, a creative twist on the popular Italian dessert topped with a crisp ladyfinger.



From handcrafted lattes to pour over, savour the distinct characteristics of Miracle Coffee's beans in a fresh cup of coffee

Coffee enthusiasts will be able to savour single origin coffee beans sourced from around the world at Miracle Coffee. From its *specialty coffees*, a variety of *lattes* to *pour over* coffees, Miracle Coffee only uses specially curated single origin beans, JJ's favourite way to revel in a brew. The team works closely with purveyors who source ethically and sustainably, and regularly refreshes the selection to offer seasonal beans to guests. This season's selection features single origin beans from Peru for espresso-based drinks, and Papua New Guinea (Tairora Washed) and Myanmar (Pa'O Natural) for pour over drinks.

Engaging with fans beyond Singapore's shore

Throughout 2023, Marina Bay Sands has also teamed up with JJ Lin to extend his vision for Miracle Coffee beyond Singapore. Over 600,000 concertgoers at the JJ20 World Tour Concert from across seven cities in the Greater China region, namely Beijing, Guangzhou, Nanjing, Nanning, Shanghai, Wuhan and Xianyang, were handed a Miracle x Marina Bay Sands postcard. This exclusive pass entitles them to redeem a complimentary beverage when they visit the Singapore outpost, and a chance to win a stay at the iconic hotel. For more information, visit Marina Bay Sands on [Weibo](#) and [XiaoHongShu](#).

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Miracle Coffee is open daily from 10am to 7pm, in line with ArtScience Museum's operating hours. For more information, visit marinabaysands.com/restaurants/miracle-coffee.html or join in the conversations on social [@miraclecoffeesg](https://twitter.com/miraclecoffeesg).

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About Miracle Coffee

The Miracle Coffee concept was established in 2017, founded by award-winning pop superstar JJ Lin. The brand's name was inspired by JJ's philosophy on music: "If miracles had a sound" and expressed through coffee, which is an accessible touchpoint in the lives of many. Miracle Coffee plans for a good cup of coffee to be available on the go in major cities around Asia.

Sip on the café's most raved about artisan *Pour Over Coffee*, made with Miracle Coffee roasted, single origin beans. They also serve *Espresso*, *Americano*, *Latte* and *Cappuccino*. Be sure to grab a friend or two along with you to celebrate 'daily miracles' through coffee together!

About Marina Bay Sands Pte Ltd

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. As one of the largest players in hospitality, it employs more than 11,000 Team Members across the property. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

For more information, please visit www.marinabaysands.com.

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