

# Fact Sheet



## Miracle Coffee

### Introduction

Miracle Coffee Singapore is a partnership between Marina Bay Sands and award-winning homegrown pop superstar and Miracle Coffee founder JJ Lin. Established in 2017 in Taipei, Miracle Coffee's brand name was inspired by JJ's music philosophy "*If Miracles Had a Sound*", and expressed through coffee, an accessible touchpoint in the lives of many.

The flagship café at the lobby of ArtScience Museum was unveiled in December 2023, offering Miracle Coffee's range of signature brews made using single origin coffee beans, including specialty *lattes*, *pour over*, and the Singapore-exclusive *Kaya Cloud*, an Americano-style coffee topped with velvety fresh cream cap flavoured with kaya and complete with shaved gula melaka. Other innovative coffee concoctions include *Miracle Dream*, a multi-layered purple-hued beverage starring butterfly pea flower and inspired by the Garden City's flora and fauna, and *Miramisu*, a creative twist on the popular Italian dessert topped with a crisp ladyfinger.

The all-day café also offers a range of locally inspired sandwiches, from *Laksa Prawn* and *Crabmeat Otah* to *Hainanese Chicken*, as well as gourmet wraps and fresh bakes such as the *Miracle Cloud Bread* and more. Sweeten afternoons with whimsical desserts celebrating familiar flavours reminiscent of JJ's childhood, created in collaboration with Marina Bay Sands' executive pastry chef Hoi Kuok I. Highlights include the *Rainbow Roti* inspired by the traditional ice-cream cart and crispy *Kopi Choux Puff* filled with aromatic Hainanese coffee infused creamy custard, as well as cloud-shaped mini cakes starring Miracle Coffee's signature cloud logo and reflective of Singapore's tropical climate.

Miracle Coffee Singapore's flagship is designed by award-winning Singaporean design firm Parable Studio. An expression of the brand's ethos that intersect the art of drip coffee making, technology and culture, the café features a modern sleek counter with clean lines, surrounded by a curation of modern Scandinavian furniture expressing wood and steel base materiality. Above the counter, a parametric cloud installation floats to complement the museum's lobby interiors.

Beyond serving as a café, Miracle Coffee envisions itself to be a sharing platform for coffee enthusiasts and dreamers to connect over conversations around coffee and innovation through *The Miracle Lab*, which will host cross genre collaborations with industry experts and the local coffee community from time to time.

### The Team

#### JJ Lin

JJ Lin is an award-winning Singaporean singer-songwriter who emerged to success following his 2003 debut, *Music Voyager*. Over his illustrious career spanning 20 years, JJ Lin's popularity has soared throughout Asia with his chart-toppers. He is also coined as "The Walking CD" by netizens for his stellar live performances and expansive vocal range. Beyond Asia, JJ is also the first Mandopop singer to have held an arena-sized concert in Seattle and two sold-out consecutive nights at the New York Barclays Center, setting a record for the Chinese music scene.

Besides music production, the multi-talented entrepreneur has several business ventures, including music production company JFJ Productions, lifestyle and apparel label SMG, esports organisation Team SMG and artisanal coffee brand Miracle Coffee. JJ is also part of projects that bridge both the

*As of January 2024*

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Web2 and Web3 universe as he co-founded ARC, a unique members-only app-based community that encourages co-creation and nurtures the next generation to bring Asian ventures across the world.

## **Chef Hoi Kuok I**

Leading an over 60-strong pastry and baking team at Marina Bay Sands is Executive Pastry Chef Hoi Kuok I, who brings with him more than 20 years of culinary experience. Born in Macau, Kuok I first ventured into the world of baking in his teenage years by learning from his father who is a renowned baker in Hong Kong.

Kuok I started his professional culinary career in Hong Kong in 2001, where he built his foundation in Chinese and Western cuisine, before moving to Singapore to further hone his skills as a pâtisserie chef at Conrad Centennial Singapore in 2004 and the pre-opening team at Resorts World Sentosa in 2009. Recognised as a talented pâtissier, Kuok I represented Singapore in close to 10 global culinary competitions, defeating other international teams and emerging as champion at the Asia Pastry Cup in 2008, Felchlin Chocolate Master 2008 and Live Pastry Team Challenge HOFEX 2009, among others. He also led his team of pastry chefs to finish off among the top seven out of 24 participating countries at the prestigious World Pastry Cup Lyon France SIRHA in 2009 and 2011.

In 2012, Kuok I moved to Guangzhou to join the pre-opening team at Mandarin Oriental Hotel Group as Executive Pastry Chef. Over the next three years, he conceptualised dessert menus across the property, including the award-winning Mandarin Cake Shop which has earned its reputation as one of the most popular pastry shops in Southern China. He joined Galaxy Macau as Executive Chef of Pastry & Bakery in 2015, where he spent the next seven years leading a team of chefs to create desserts for more than 60 restaurants across nine hotels, delighting every palate and preference.

Kuok I returned to Singapore in 2023 to assume the role of Executive Pastry Chef at Marina Bay Sands, where he is responsible for the development of dessert menus across the integrated resort, including its banquet, cafés, club lounges, hotel in-room dining and restaurants. He is also passionate about mentoring the next generation of culinarians within the Marina Bay Sands Food & Beverage team.

## **Fast Facts on Miracle Coffee**

- Miracle Coffee is located at the lobby of ArtScience Museum.
- The café is open daily from 10:00am to 7:00pm.
- For more information, visit [marinabaysands.com/restaurants/miracle-coffee.html](https://marinabaysands.com/restaurants/miracle-coffee.html). Follow the conversations on social [@miraclecoffeesg](https://twitter.com/miraclecoffeesg).