



COOK • BAKE • HOST

**FOR IMMEDIATE RELEASE**

## **Tools of the Trade Announces New Store at Century Square**

*Cook, Bake and Host at Singapore's one-stop culinary haven in the east*

Singapore, 6 June 2018 – The largest kitchenware and tableware store in Asia, ToTT Store, announces the relocation of its retail flagship store after nearly a decade as a familiar landmark in Bukit Timah. Located at the up and coming newly-revamped Century Square, the concept store spans 7,511sqft of culinary retail space and will feature a curated selection of cook, bake, and hosting-related merchandise and a convertible cooking studio.

'ToTT Store continues to inspire cooking, baking and hosting through careful curation of the products and cooking classes we offer. For the first time, and after many calls from our faithful customers on the eastern end of Singapore, ToTT will have a spanking new store in the East at Century Square. Situated on the second floor of this newly renovated building, we are excited to share footfall with other key tenants such as Mahota, Gymmbox and Filmgarde to provide a one-stop lifestyle and shopping experience.' - says Grace Tan, Director of ToTT Store.

### **Facilities at ToTT @ Century Square**

A one-stop culinary lifestyle destination, ToTT @ Century Square offers an unparalleled shopping experience for the discerning home cook, at the same time encouraging all to Cook, Bake and Host. The new space reveals a unique convertible 1,100sqft Hands-on and Demonstration Cooking Studio that can hold between six to 50 people. This setup can also double up as a cosy dining area after cooking classes.

The work stations are also fully mobile, allowing the studio to easily transform into a demonstration-style setup, providing customization to suit different types of events, including coffee and tea appreciation classes, product launches and more.



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Located right in the heart of Tampines, ToTT @ Century Square aims to offer quality cooking classes, birthday parties and corporate teambuilding events to the masses. Customers keen to participate in both adult and kids' cooking and baking classes can already log onto

[www.tottstore.com/classes/](http://www.tottstore.com/classes/) for ToTT @ Century Square's cooking class schedule, and <https://tottstore.com/events/> for private events.

### **Products at ToTT @ Century Square**

ToTT @ Century Square carries a curated selection of cooking, baking, and hosting-related merchandise such as Jamie Oliver, Nordic Ware and Cuisinart. The store has been thoughtfully laid out for easy navigation and merchandised to ensure maximum appeal for customers. Shoppers can also expect to see new brands, such as Cristel, a luxury range of stainless steel cookware from France, and EKO, a European brand that prides itself in sensible eco living through their extensive range of touch, sensor and pedal bins.

Staying true to its philosophy, ToTT @ Century Square continues to offer its customers access to quality brands, such as state-of-the-art Cuisinart kitchen appliances. Specialty cooking equipment such as the Grant Primo Sous Vide Water Bath and high-quality bakeware from Nordic Ware are also available. For those who enjoy hosting, a classic range of host ware including Arcoroc glassware and porcelain serve ware such as Cerabon are also currently on retail.

### **Shop Online Effortlessly**

Providing a seamless shopping experience, shoppers can also shop online at our official Lazada and Redmart store and expect to find online-exclusive deals not available in-store. The official ToTT website, [www.ToTTStore.com](http://www.ToTTStore.com), provides shoppers with engaging content including recipe videos, culinary tips, as well as a schedule of all upcoming classes.



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### **Opening Specials**

ToTT @ Century Square will be running the following opening specials:

- 6 to 30 June 2018:
  - I. Free cooking class voucher worth up to \$118 with a minimum spending of \$200, limited to the first 50 customers.
  - II. Exclusive prices for selected items, only available to ToTT Sous & Master Chef members
- 6 to 10 June 2018:
  - I. Pay only \$100 (U.P Up to \$148) for classes held at ToTT @ Century Square
  - II. Purchase an item from Jamie Oliver's signature line and get another for free (Free item to be of equal or lower value)
  - III. Spend only \$150 (U.P \$300) to qualify for ToTT Sous Chef Membership

### **For more information, please contact:**

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### **About Tools of The Trade**

ToTT Store is the largest kitchenware and tableware retail store in Asia. A one-stop culinary haven for anyone who cooks, bakes or hosts, its 7,511sqft ToTT @ Century Square comprises of a state-of-the-art convertible cooking studio and a retail sector that carries exclusive cooking, baking and hosting-related merchandise. Centrally located at Suntec, ToTT Store's 4,800sqft second store, houses a kitchenware retail space with a curated selection of quality brands such as Jamie Oliver, Cuisinart and Magisso. ToTT @ Suntec also offers cooking and baking classes at its open concept cooking studio which can accommodate up to 12 participants.

Providing a seamless shopping experience, shoppers can visit its online store at [www.ToTTStore.com](http://www.ToTTStore.com) with over 2,000 products catalogued, exclusive deals and delivery for ease of shopping.



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ToTT @ Century Square		ToTT @ Suntec
<b>Address</b>	2 Tampines Central 5, #02-14 Century Square Singapore 529509 T: (65) 6219 7077	Suntec City, 3 Temasek Boulevard, #02-427 Singapore 038983 T: (65) 6238 1578
<b>Store Operating Hours:</b>	Fri – Sat: 11:00am – 9:30pm Sun – Thu: 11:00am – 9:00pm	Fri – Sat: 11:00am – 9:30pm Sun – Thu: 11:00am – 9:00pm

Website: [www.ToTTstore.com](http://www.ToTTstore.com)

FB: [www.facebook.com/ToTTStore](https://www.facebook.com/ToTTStore)

**Tools of the Trade Retail Store @ Century Square**

<b>Location</b>	2 Tampines Central 5 02-14, Singapore 529509 Century Square
<b>Contact Tel:</b>	(65) 6219 7077
<b>About</b>	ToTT Store @ Century Square is a place for people to cook, bake and host and the 7,511 sq ft of space comes complete with a retail floor stocked with products that are specially curated. The store also features a convertible hands on & Demo cooking studio.
<b>Cooking School on Premise</b>	Convertible Demo and Hands-on cooking studio with 6 cooking stations. Classes range from how to make pasta, French macarons, Asian cuisine and even parent-child classes
<b>Date of opening</b>	6 June 2018
<b>Retail Store Sq. Footage</b>	7,511 sq ft
<b>Signature Brands</b>	Cuisinart   Jamie Oliver   Grant   Epicurean   Martellato   Magisso   Nordic Ware
<b>Opening Hours</b>	Fri – Sat: 11:00am – 9:30pm Sun – Thu: 11:00am - 9:00pm
<b>Credit Cards</b>	All major credit cards