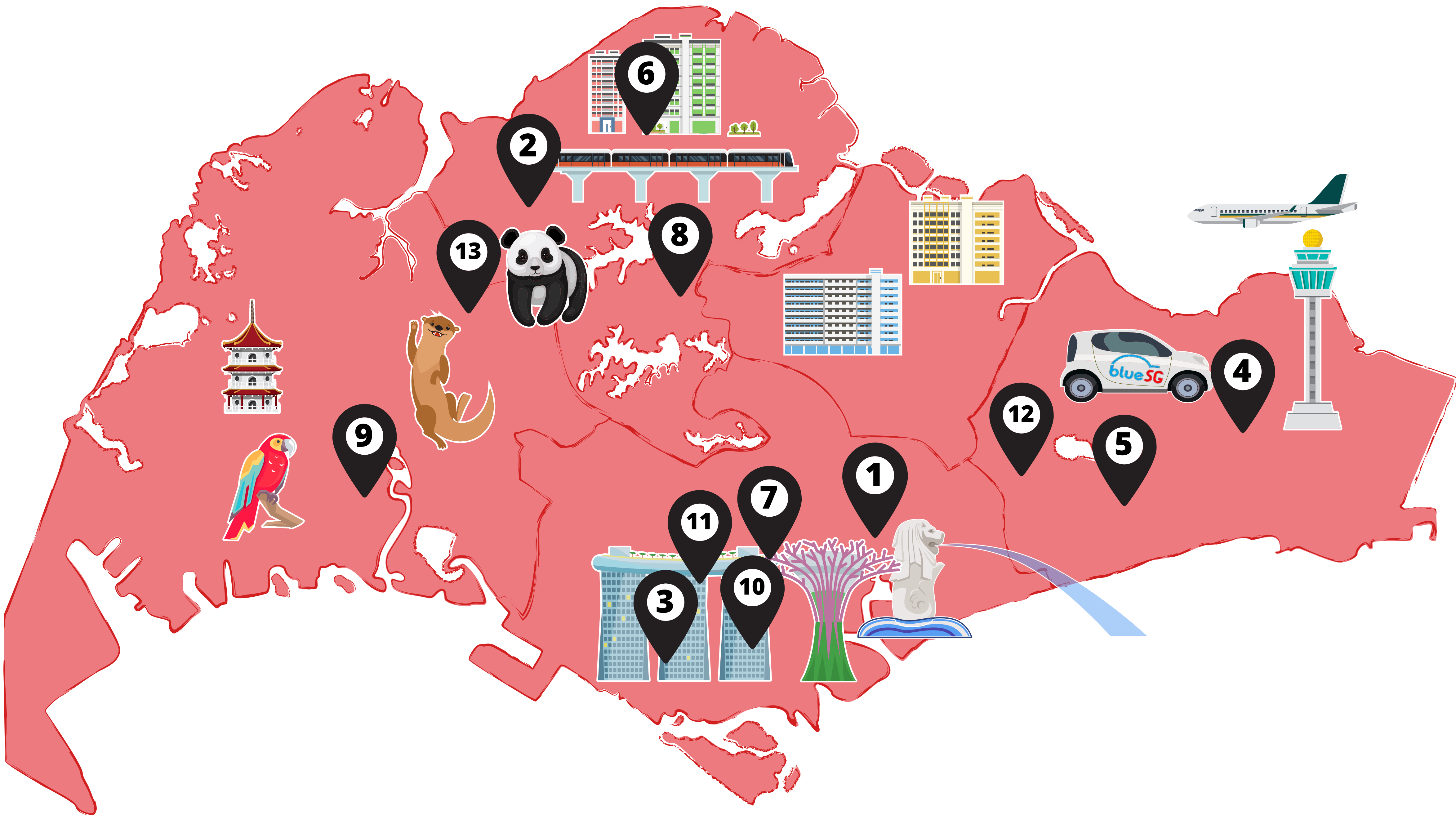
















Discover all the good Singapore has to offer this August, as we celebrate our nation’s 57th birthday and the *Businesses for Impact* that are creating a better home for us all.

Come explore and be inspired by these meaningful home-grown businesses specially curated for you.  
**We can be More Impactful, Together.**

Click through the founder stories below, and find out how to enjoy 57% off selected purchases from these *Businesses for Impact*.



LOCAL FOR GOOD BUSINESSES	REDEEM ONLINE/IN-STORE	LOCAL FOR GOOD BUSINESSES	REDEEM ONLINE/IN-STORE
 <b>1</b> WhatIF Foods x Foreword Coffee Roasters 📍 Temasek Shophouse	★ In-store	 <b>8</b> BlueSG 📍 Parked at over 380 stations island wide	★ Online
 <b>2</b> Alchemy x Springleaf Prata 📍 Flipped at 9 outlets islandwide	★ In-store	 <b>9</b> Edible Garden City 📍 60 Jalan Penjara	★ Online
 <b>3</b> The Social Space 📍 Kreta Ayer/Marina One	★ Online	 <b>10</b> The Nail Social @ The Social Space 📍 Kreta Ayer/Haji Lane	★ Online
 <b>4</b> Gentle Foods 📍 Centropod @ Changi	★ Online & In-store	 <b>11</b> The Green Collective 📍 Funan Mall	★ Online & In-store
 <b>5</b> The Bettr Group 📍 9 Harrison Road	★ Online	 <b>12</b> Eden + Elie 📍 Design studio, 160 Owen Road	★ Online
 <b>6</b> Boxgreen 📍 Stocked at NTUC FairPrice islandwide	★ Online	 <b>13</b> Ento Industries	★ Online
 <b>7</b> CRUST Group 📍 The Green Collective, Funan Mall	★ Online & In-store		



# Local for Good Businesses

## How did growing up and living in Singapore inspire these *Businesses for Impact*?

With a love for our nation and its people, these everyday heroes share how small, seemingly mundane cues from everyday life have spurred them to step forward to be the change.

### Providing work and hope for a better future



Pamela Chng

bettr

## The Bettr Group

“Teach a man to fish and feed him for a lifetime” – The Bettr Group's founder Pamela Chng learnt this first-hand from her grandmother, who ran a tailoring business in the sixties. The matriarch taught young women to be seamstresses in Singapore and empowered them to be financially independent.

Decades later, Pamela found herself continuing her grandmother's legacy. Combining her passion for coffee and education, Pamela trains marginalised women and youth at risk for the specialty coffee industry, and in personal resilience.

Inspired by her grandmother's grit and principle to do the right thing, Pamela has built a sustainable business that drives social and environmental impact. Besides empowering individuals to achieve social mobility, Bettr Group also nurtures direct trade with farmers for sustainably grown coffee beans.

### National Day Deal:

- **57% off Coffee & Chocolate Taster Set, in either:**
  - **Set 1:** 7 sachets of Indonesia Argopuro East Java Walida Cooperative Anaerobic Natural Single Serve Drip coffee & 2 bars of Orange Coffee Chocolate (40g); or
  - **Set 2:** 7 sachets of Colombia Las Brisas Single Serve Drip Coffee & 2 bars of Bold & Wild Coffee Chocolate (40g)
- Buy [online](#) with promo code **DBSFLOCALMADEGOOD**, 1 – 31 Aug 2022. Redemptions are limited. [T&Cs apply](#).
- The promotion code is non-stackable with other promotions or discounts and cannot be exchanged for monetary value.

## Boxgreen

As little boys, founders of Boxgreen Andrew Lim and Walter Oh would run to a nearby 'Mama shop', a sundry shop found below HDB flats, eager to munch on potato chips and sweet whistle candies. By age 12, Walter weighed 50 kg and was considered obese!

But even as adults, the duo still loved snacks even though they had become more health conscious. Realising that finding healthy snacks was challenging, they decided to leave their jobs at DBS, to start their own business supplying nutritious, plant-based snacks that were free from additives.

Taking inspiration from familiar foods such as the Singapore Cheng Tng, Boxgreen experiments with different flavours and textures to prove that healthy snacks can be delicious. As part of the purpose-driven ethos of the company, Boxgreen hires ex-offenders and inmates in Singapore for the packing of the snacks.



Andrew Lim & Walter Oh

boxgreen

### National Day Deal:

- **57% off the chocolate bites bundle, in 3 flavours:**
  - Sea salt
  - Fruit and nut; and
  - Coffee almond
- Buy [online](#) with promo code **DBSFLOCALMADEGOOD**, 1 – 31 Aug 2022. Redemptions are limited. [T&Cs apply](#).



Stephanie Choo

EDEN + ELIE

## Eden + Elie

Co-founder of Eden + Elie Stephanie Choo grew up amongst generations of women who loved sewing and working with their hands. The architect, who worked abroad for years, eventually found herself designing jewellery pieces to keep up traditions and capture the essence of Singapore.

Handwoven bead by bead, Eden + Elie's jewellery are meticulously made to be heirloom pieces, carrying stories that can last through the ages. The social enterprise trains and hires adults with autism who are gifted with strong attention to details, and thus able to bring Stephanie's designs to life bead by bead.

This National Day, Eden + Elie celebrates Singapore's rich Peranakan heritage. Jewellery from the Modern Peranakan collection were inspired by the intricate art of Nyonya beadwork and floral motifs commonly seen on the Kebaya worn by Nyonya women.

### National Day Deal:

- **57% off Eden + Elie's Peranakan stud earrings in Shiro, Mint, Lilac, Blue, Vermillion.**
- **Buy online or in-store, 1 – 31 Aug 2022, with limited redemptions. [T&Cs apply](#).**
  - Buy [online](#) with promo code **DBSFLOCALMADEGOOD**; or at
  - Eden + Elie Design Studio, 160 Owen Road, Singapore 218953. Flash this page at the counter to enjoy the promotion.
  - Discount is not valid on top of other ongoing promotions.





## CRUST Group

Growing up with a mother who would whip up delicious new dishes from leftovers gave founder of CRUST Group Travin Singh a zero-waste mindset that drives his business.

After discovering that preserving bread is one of the oldest forms of brewing beer, Travin collected surplus bread from the F&B industry and bottled them into tasty alcoholic beverages. His social enterprise also collects "ugly" fruits from supermarkets and other partners to make sparkling fruit drinks, preventing edible food from ending in landfills.

A true-blue Singaporean business, CRUST Group is known for bottling familiar flavours such as Kaya Toast Stout, inspired by the quintessential Singapore breakfast. To celebrate Singapore's 57th birthday, CRUST is launching a National Day Party Pack with two unique brews:

- the **Community Brew** made with surplus bread and pineapple peels collected from local bakeries and juice companies, and
- the **CITRAL beer** brewed using lemon myrtle from Gardens by the Bay.



Travin Singh



### National Day Deal:

- **57% off the National Day Party Pack, consisting of:**
  - 4 bottles of Community Brew
  - 2 cans of CITRAL beer
- **Buy online or in-store, 1 – 31 Aug 2022. Redemptions are limited. [T&Cs apply.](#)**
  - Buy [online](#) and check out with promo code **DBSFLOCALMADEGOOD**; or
  - The Green Collective, Funan Mall (#02-18); flash this page at the counter to enjoy the promotion.



Nathaniel Phua



## Ento Industries

Co-founder of Ento Industries Nathaniel Phua remembers his eagle-eyed mother watching him at the dinner table during mealtimes, ensuring he left no food behind. To his mother, binning leftovers was like throwing "hard-earned money into the drain".

But her strict rules inculcated important values into Nathaniel that would lead him to start Ento Industries. The biotechnology company turns surplus and perishable food such as bread into animal feed with the help of black soldier flies working as ecological engineers to valorise the waste.

This National Day, Ento Industries is taking the lead to introduce pets to a sustainable diet that helps to reduce food waste in Singapore. The ECOGRUB x Pawfoo Pet Treats is the first of its kind to pack protein from insects, as well as surplus eggs and peanut butter from local supermarkets into a snack for your furkids.

### National Day Deal:

- **57% off a packet of ECOGRUB x Pawfoo Pet Treats (75g).**
- Buy [online](#) with promo code **DBSFLOCALMADEGOOD**, 1 – 31 Aug 2022. Limited to 1 pack per unique customer per redemption. Redemptions are limited. [T&Cs apply.](#)

## WhatIF Foods

Born into a farming family at the foothills of the Austrian Alps, co-founder of WhatIF Foods Chris Langwallner found himself drawn into the food industry after graduating with an agronomy and food science degree. However, after years of creating unhealthy snacks and uncovering the negative impacts of today's agriculture on the environment, he started his own company with a goal to create nutritious food for people that would also benefit the planet.

Fuelled by Singapore's enterprising energy, Chris founded his business at the heart of Asia to make real impact across the globe. He introduced nutritious products such as instant noodles and plant-based milk, made using the Bambara groundnut. These legumes, sourced directly from farmers in West Africa, not only thrive without chemical fertilisers but also replenish the farmlands they're grown on.

WhatIF Foods partners with home-grown social enterprises such as Foreword Coffee Roasters to offer plant-based coffee, made creamier with the BamNut milk. Foreword Coffee Roasters uses coffee as a vehicle of change, employing persons with disabilities to be part of their diverse team of baristas.



Christoph Langwallner



### National Day Deal:

- **57% off Foreword Coffee's Gimme Malt bottle (200ml)**, a concoction of coffee, Horlicks, honey and BamNut milk from WhatIF Foods.
- Buy at Foreword Coffee Roasters @ Temasek Shophouse and flash this page to enjoy the promotion from 1 – 31 August 2022. Limited to 2 bottles per purchase. Redemptions are limited. [T&Cs apply.](#)



## Delicious, healthy eating for all



### Alchemy Foodtech

Raised in Singapore, founders of Alchemy Foodtech, Alan Phua and Verleen Goh grew up watching friends and family hunt and queue for delicious food across the island. But when Alan's grandmothers were diagnosed with diabetes, they also witnessed how our ingrained passion for food can be a struggle. Due to diet restrictions, their loved ones had to avoid the food they loved.

Together with Verleen, Alan wanted to fight diabetes by making their favourite foods healthier. Using food technology, they created [Alchemy Fibre™](#). The powdery blend of fibre, which when added to carbohydrates like rice, bread, and noodles, lowers blood sugar spikes without altering the taste, colour, and texture.

While the business was initially founded to help diabetic patients, its products have also been welcomed by those looking for higher fibre foods for better health. In fact, if you're looking for a healthy twist on your favourite prata this National Day, Alchemy Foodtech has partnered with Springleaf Prata to offer a deal on the High Fibre Plain Prata, complete with an iconic Singaporean drink!

#### National Day Deal:

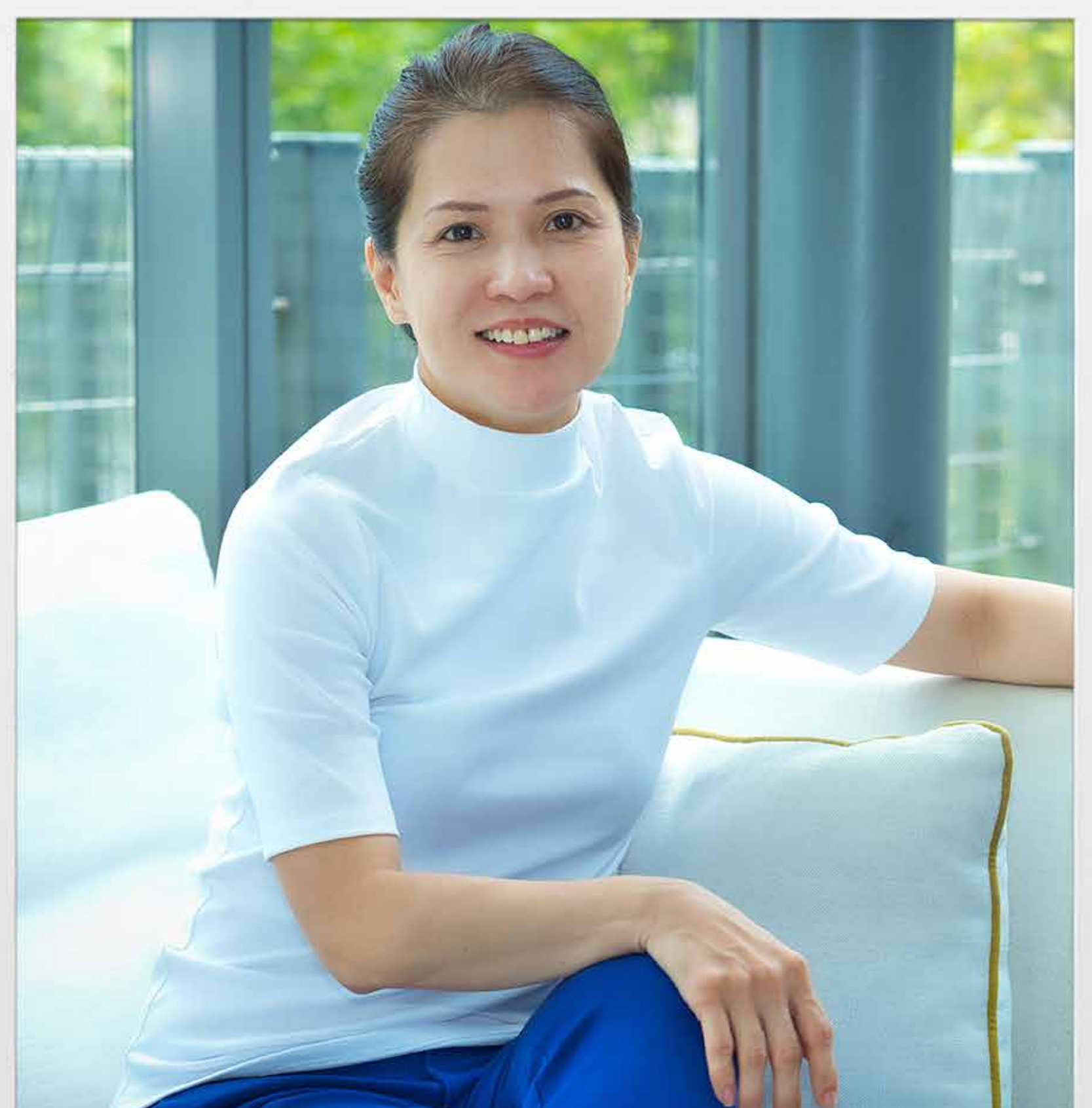
- **57% off Springleaf Prata's National Day Set:**
  - The set comprises of 2 x high fibre plain prata made healthier with Alchemy Fibre and 1x large Teh Tarik.
  - Redeemable at nine Springleaf Prata outlets islandwide; flash this page at the counter to enjoy the promotion. Valid from 1–31 August 2022.
  - Limited to one discount per dining group and dine-in only. Items in the set cannot be changed.
  - Redemptions are limited. [T&Cs apply.](#)

### GentleFoods

As a young girl, founder of GentleFoods Yiru Shen watched her ageing grandmother, who could not swallow solid foods, lose her appetite when eating blended meals.

Inspired by Singapore's rich gastronomic landscape, Yiru found a way to make eating enjoyable for adults with swallowing difficulties. The social enterprise produces tasty pureed meals shaped into familiar local dishes such as chicken rice and traditional kueh so patients can enjoy the flavours of food they know and love.

As a proud Singaporean, Yiru enjoys showcasing the nation's diverse cultures through her food. This National Day, GentleFoods is releasing a special-edition Singapore Kueh Platter, made low in sugar and high in protein. The colourful platter has soft food shaped into carrot cake, kueh salat, kheer or Indian rice pudding, and all-time favourite pandan bread pudding with kaya. Yum!



Yiru Shen

#### National Day Deal:

- **57% off GentleFoods Singapore Kueh Platter, from 1 to 31 August 2022.**
- Buy (online); or in-store. Redemptions are limited. [T&Cs apply.](#)
  - Buy [online](#) with promo code **DBSFLOCALMADEGOOD**, or
  - At GentleFoods Retail Store, #01-05, Centropod @ Changi, 80 Changi Road; flash this page at the counter to enjoy the promotion.



Bjorn Low

EDIBLE  
GARDEN CITY

### Edible Garden City

Home is where the heart is – that's what drew co-founder of Edible Garden City (EGC) Bjorn Low back to Singapore after years working as a marketer in London. Drawn to the need to tackle Singapore's food security challenges, Bjorn decided to research innovative farming models to fill the city with edible gardens.

EGC believes in creative inclusive farming spaces to reconnect people with their food sources. Since 2012, the social enterprise has built urban farms in vacant or under-utilised land spaces such as rooftops to supply locally grown produce to F&B outlets and home cooks. The business has expanded to provide gardening education, which includes workshops and farm tours to empower Singaporeans to grow their own food.

Furthering its impact, EGC provides employment opportunities to adults with autism, retirees and individuals from marginalised communities.

#### National Day Deal:

- **57% off the National Day Special Upsized! EGC Tour and Gardening Combo**
  - The 2.5-hour programme is hosted at 60 Jalan Penjara, Singapore 149375.
- Buy and reserve [online](#) with promo code **DBSFLOCALMADEGOOD**. Valid only for workshop on 9 August 2022. Redemptions are limited. [T&Cs apply.](#)





## The Social Space & The Nail Social

Co-founder of The Social Space Daniel Yeow fondly remembers how a local newspaper article changed his life. It was a story about a fire that broke out in a migrant worker dormitory. A construction worker, who left his family in Bangladesh to build the city Daniel calls home, lost all his savings in one night. Daniel's mother, touched by the tragedy, searched for the man at a construction site and invited him to join them for their Chinese New Year reunion dinner.

It was a small gesture to lift the man's spirits, but it left a lasting impression on Daniel. Years later, Daniel and his wife, Cheryl Ou, found themselves determined to use their business as a force for good. The husband-and-wife duo founded The Social Space, a space with a cafe, a retail area and a nail salon, to promote conscious living in Singapore. The social enterprise also trains and hires individuals from marginalised communities, empowering them to gain financial freedom.



Cheryl Ou & Daniel Yeow



### National Day Deal:

- **The Social Space**
  - [57% off The Social Space F&B voucher](#); or
  - [A bundle of Yenidraws bamboo plates and tea towel](#)
  - Redemptions are limited. T&Cs apply.
- **The Nail Social**
  - 57% off the Signature Manicure. Buy and reserve [online](#), with promo code **DBSFLOCALMADEGOOD**, 1 – 31 Aug 2022, Redemptions are limited. [T&Cs apply](#).



Mayur Singh



## The Green Collective

Co-founder of The Green Collective Mayur Singh has lived in many cities but Singapore is the one he found roots in. Mayur, who once worked as a consultant for Small and Medium-sized Enterprises (SMEs) in Singapore, was drawn to the tenacity and never-say-die attitude of Singaporean entrepreneurs.

Inspired by their grit and heart for innovation, he left his job in the corporate sector to build businesses that would drive social impact. While launching The Green Collective, a store that offers sustainable alternatives to all your daily needs, Mayur was influenced by Singapore's 'kampung' or village spirit. When developing bonds with social enterprises across Asia, he consciously builds a sense of togetherness to bind the community and drive a collective movement that makes sustainability accessible.

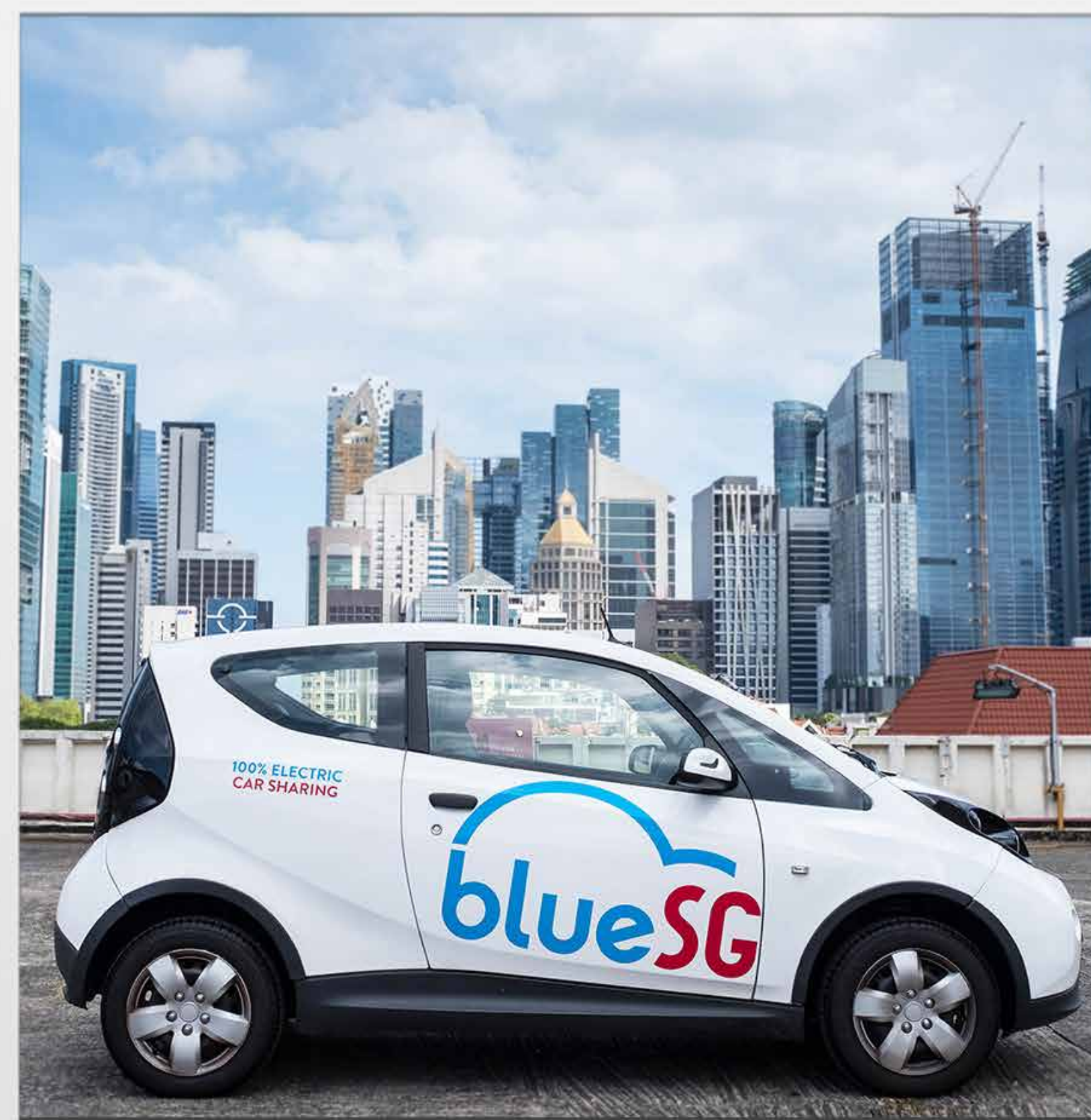
### National Day Deal:

- **57% off any of the following bundles:**
  - C2+ Stay Safe Care bundle, includes a hand sanitiser, disinfectant and more
  - Sachi Soy Wine Sampler gift set (4 bottles); or
  - CRUST Group National Day Party Pack (6 bottles of locally inspired beers)
- Discount redeemable [online](#) with promo code **DBSFLOCALMADEGOOD**; or
- at The Green Collective, Funan Mall (#02-18); from 1-31 August 2022. Flash this page at counter to enjoy the promotion. Redemptions are limited. [T&Cs apply](#).

## BlueSG

Owning a car in Singapore can be a luxury but it's also not the most environmentally friendly way of getting around. [BlueSG](#) enables everyone the ease and convenience of travelling from point A to B with its electric car-sharing service.

Being able to rent a Bluecar from any of its 381 stations islandwide enables users to conveniently opt for affordable green options, leading to an eco-friendlier lifestyle. Keeping with Singapore's 'kampung' spirit, the business enables Singaporeans to collectively minimise their carbon footprint through the simple act of sharing.



BlueSG



### National Day Deal:

- **\$5.70 off the one-month Basic Plan. Use DBSFLOCALMADEGOOD promo code to enjoy the discount, valid from 1 – 31 August 2022. Redemptions are limited. [T&Cs apply](#).**
- **Discount available for the first 570 sign-ups of BlueSG Basic Plan, limited to one usage per person.**
  - First time BlueSG members who sign up with the promo code will get the 2<sup>nd</sup> month Basic Plan membership free and S\$5.70 off the 2<sup>nd</sup> month Basic Plan membership.
  - Returning BlueSG members who sign up with the promo code will be awarded S\$5.70 off the 2<sup>nd</sup> month Basic Plan membership.
  - Promotions cannot be stacked or combined with other codes or discounts, including the first trial month.



# WHAT TO DO ON NATIONAL DAY?

Take a peek at our suggested itinerary on National Day weekend, for round the clock local goodness with these *Businesses for Impact*.

