

Swee Heng unveils new pastry brand Toast & Roll

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Swee Heng, a well-established presence in Singapore's bakery scene, is continuing to broaden its offerings. This year, the brand announced yet another phase of its expansion, introducing its newest venture, Toast & Roll. This marks the sixth addition to the corporation's umbrella of brands.

Toast & Roll is set to feature over 50 items, aiming to combine signature flavours, such as BBQ Chicken Floss and Hawaiian Pizza, along with new options like Hokkaido Milk Danish and Taiwan Taro Rolls. With its prices ranging from \$2.10 to \$4.80 and special bunny- and cat-patterned packaging, the brand aims to target a younger demographic that encompasses working adults and youths in Singapore. This expansion reflects Swee Heng's response to the increasing demand for convenience, affordability, and innovation in the market.

The first Toast & Roll outlet will debut in August 2024 at Jurong Point shopping centre. Swee Heng has expressed its plans to open multiple outlets soon, with some larger locations integrating cross-branding opportunities with Bae. Gal is another one of Swee Heng's brands.