

Swee Heng introduces more Toast & Roll locations across Singapore

23 June 2025 | News

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Swee Heng Group is expanding its new bakery concept, Toast & Roll, with several new outlets opening across Singapore in 2025. The brand's latest retail expansion aims to introduce a modern, grab-and-go bakery experience to more neighbourhoods, following a strong customer response to its first few locations.

Initially launched to provide a new experience distinct from Swee Heng's existing brands like Swee Heng 1989 Classic, Toast & Roll has grown steadily since its debut. The company has opened outlets at Jurong Point, Oasis Terraces, Tampines MRT, Novena Square, and Bedok Mall. This year, upcoming locations are set to open at The LINQ @ Beauty World, Lentor Modern, West Mall, and Heartland Mall Kovan.

The decision to expand Toast & Roll stems from evolving consumer preferences, particularly a demand for bakery products that are not only high in quality but also lifestyle-oriented and convenient. With a broadened menu focusing on toasts and cake rolls but complemented by croissants, Danish pastries, tarts, and festive exclusives, the brand looks to tap into a growing appetite for artisanal, portable baked goods with a modern twist.

"Toast & Roll is perfectly positioned to meet these expectations, especially with our Research and Development team constantly innovating and adapting to global influences," shared a spokesperson from Swee Heng Group. "This growth journey allows us to stay ahead of consumer trends and present new ideas in a form that's exciting, modern, and highly relatable."