

Atlr.72™ (Atelier Seven Two), A New Brand launched by Ajinomoto Co.

Original Decorating Mooncake Workshop for Kids Starts at One Holland Village from August 30

The Pop-up Store will be Opened from August 30 to September 17

Atlr.72™ by Ajinomoto Co., Inc. ("Ajinomoto Co.") will offer the event as "Mooncake Workshop for Kids" with opening new pop-up store at One Holland Village from August 30. This is a workshop for kids where they will decorate one of a kind mooncake as a gift for family members or someone special.



Mooncake Workshop for Kids
54.50 SGD

Ajinomoto Co. created a new brand "Atlr.72™" with the wish that people and people, and people and the earth, will always have a wonderful relationship. Knowing that in ancient Japan, the year was divided into 72 micro-seasons*¹, and that people used to look forward to subtle changes in nature such as birds, insects, plants, and weather in their daily lives, Ajinomoto Co. thought that by strengthening the very close relationship between human life and nature, people will have more opportunities to appreciate the nature's subtleties. The brand "Atlr.72™" was named with the determination that such new proposals will be created one after another. And since the Mid-Autumn Festival is a cultural occasion for people to give mooncakes as gifts to their loved ones while loving the beautiful moon and wishing their families happiness, Ajinomoto Co. decided it was an appropriate time to launch the brand and decided to offer mooncakes as the first product.

*1 The year was divided into four seasons, 24 solar terms, and 72 micro-seasons. The distinctive feature of the 72 micro-seasons is that they constitute a calendar that highlights subtle changes in nature, expressing the seasons through the appearance of natural phenomena such as birds, flowers, and the weather.

Ajinomoto Co. provide the completely new type of mooncakes, "Atlr.72™ Flowering Mooncake" which are cookie sandwich-style mooncakes made with guimauve*² in four autumnal flavors (Japanese Yuzu, Kyoto Uji Matcha, Raspberry, and Blackcurrant) sandwiched in cookies decorated with gorgeous Peranakan*³ patterns. As a food product, it must taste good, look good, and be reasonably priced, so these were put first in creating our product. The recipe is supervised by a famous patissier who was in charge of sweets at the banquet when the leaders of various countries visited Japan, and the detailed design on the top surface is handmade one by one by craftsmen. Adding to that, Ajinomoto Co. uses healthy and environmentally conscious ingredients, such as a protein called "Solein®"*⁴ which is produced from carbon dioxide, because Ajinomoto Co. believes that when people give a gift to a loved one, it is better to wish that person's future happiness as well, which creates a warm human connection.



Atlr.72™ Flowering Mooncake [Gift Box]
75.00 SGD

*2 A French sweet very similar to marshmallow made without egg whites from a puree of fruits, etc.

*3 A unique culture arising from intermarriage between local people and the descendants of Chinese immigrants who came to

Malaysia and Singapore over several centuries from the second half of the 15th century, leading to the gradual emergence of styles that integrated Chinese and Malay cultures, and even incorporated Western cultures through Singapore's history as a key hub between East and West. The vibrant and bright colors are a distinctive feature of Peranakan buildings and crafts.

*4 A microbial protein produced from CO2 as a nutrient source, developed by Solar Foods Ltd. in Finland. Currently, it is approved for sale only in Singapore.

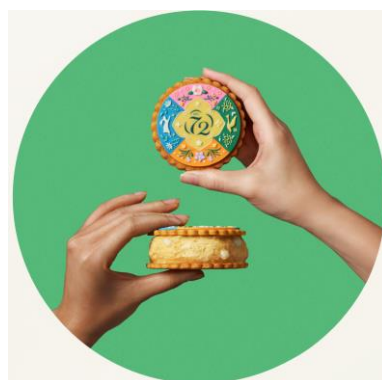
Ajinomoto Co. also offers the workshop for kids, the generations of tomorrow, and it also should be a fun experience for them of gift-giving with caring for the future happiness of the recipients. Flowering Mooncakes are provided as a base and decorating them with eight kinds of 3D cookies that each motif related to Mid-Autumn Festival has good meaning by using chocolate pen. There is also time to write and draw message cards to express gratitude and other feelings to the recipients. Through this activity, participants learn and apply the origin of Mid-Autumn Festival. If you are interested, please check the link below and you can find special price offer through Klook.

<https://www.klook.com/en-US/activity/124366-mooncake-workshop-in-singapore/>

At the store, customers can also buy "Atr.72™ Ice Cream Sandwich", cookie sandwiches with vanilla ice cream and mochi (rice cake). To celebrate the opening of the new pop-up store at One Holland Village, for the first three days, Ajinomoto Co. will offer a redemption coupon for an Ice Cream Sandwich only for shop Far East App members (*first 100 people per day). Other visitors can also get one for free by following our official Instagram (*first 100 people per day). As special offer for purchasers, if they buy 1 Flowering Mooncake [Gift Box], they can get 1 free Ice Cream Sandwich (8/30-9/8). Visitors can also receive a brand's original fan using the top design of Ice Cream Sandwich (while stocks last). Other promotions will also be offered, so please check the brand's official Instagram for details.



8 kinds of 3D cookies



Atr.72™ Ice Cream Sandwich
9.50 SGD

Atr.72™ Instagram Account: @atlr.72_sg_official

You can book products from Klook website, and pick up or participate at One Holland Village

Atr.72™ Flowering Mooncake [Gift Box]: <https://www.klook.com/en-US/activity/124380-atlr72-flowering-mooncake-gift-box/>

Mooncake Workshop for Kids: <https://www.klook.com/en-US/activity/124366-mooncake-workshop-in-singapore/>



Atr.72™ Flowering Mooncake [Gift Box]



Mooncake Workshop for Kids