



# Takeaways

A newsletter by RICE



## **Package a product right—doesn't matter if it's new or not—and you'll find the right audience.**

That's... pretty much the gist of successful retail, but this week, we've learned that packaging is everything.

Logan Paul created a brand of drinks as colourful and obnoxious as him, sparking a global frenzy unlike anything we've witnessed before. In Singapore, those drinks are sold by The SGFR Store, an F&B retail shop with a brand of their own that appeals to plugged-in kids.

And how about something as traditional as, well, traditional Chinese medicine? That, too, can be brought to audiences as far-flung as the United States. And as for Taylor Swift?

Her music's undeniable success lies not only in its chart-topping status but also in the strategy of re-recording and repackaging her past albums, with her current radio hit originating from a 2019 release.

The convergence of the past with the present in new ways can evoke a dizzying sense of déjà vu. You'll ask yourself, 'Have we been here before?' as you walk to see

Coldplay sell out 10 days at National Stadium in 2028, presumably. There will be *another* new MRT line by then, too.

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*P.S. We've also learnt some of you found your way here through your friends. If you haven't already, **subscribe** to our weekly newsletter today!*

*If you like our content and our vibes, consider being a **RICE Media patron** to support the work we do.*

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## Eternal Smugness of the SG Mind



Listen, the last time a white woman made this much fuss in Singapore, we had violent riots right outside the Supreme Court.

Swifties across our island have been dizzy with delight over the pop singer's ongoing six-date residency at the National Stadium. The rest of the region apparently isn't, and our responses to this side-eye made us think if we can, perhaps, afford a little more grace to our neighbours.

## Survival Tactics



Speaking of Tay-Tay, ask anyone who's made it to one of her concerts, and they'll tell you that wading through the National Stadium crowds is not an easy feat. You'd probably know by now after seeing Coldplay last month.

We asked readers how they get around the massive venue and survive through the night—all for pop music glory.

**A Rough Guide to Surviving  
National Stadium for Swifties  
(and Other Concertgoers)**

## Mama Shop Hits Prime Time



It's official: we now have hypebeast mama shops.

While that doesn't entirely cover what SGFR are doing, they're certainly capitalising on the ways energy drinks and candy are now limited hot-ticket items to kids thanks to social media hype.

And you can bet that SGFR themselves are making sure there are faces to the name with TikTok.

**Prime Time:  
How SGFR Store's Gen Z  
Founders Built a Cult Gen Alpha  
Following**

## **Yummy Gummy Remedy**



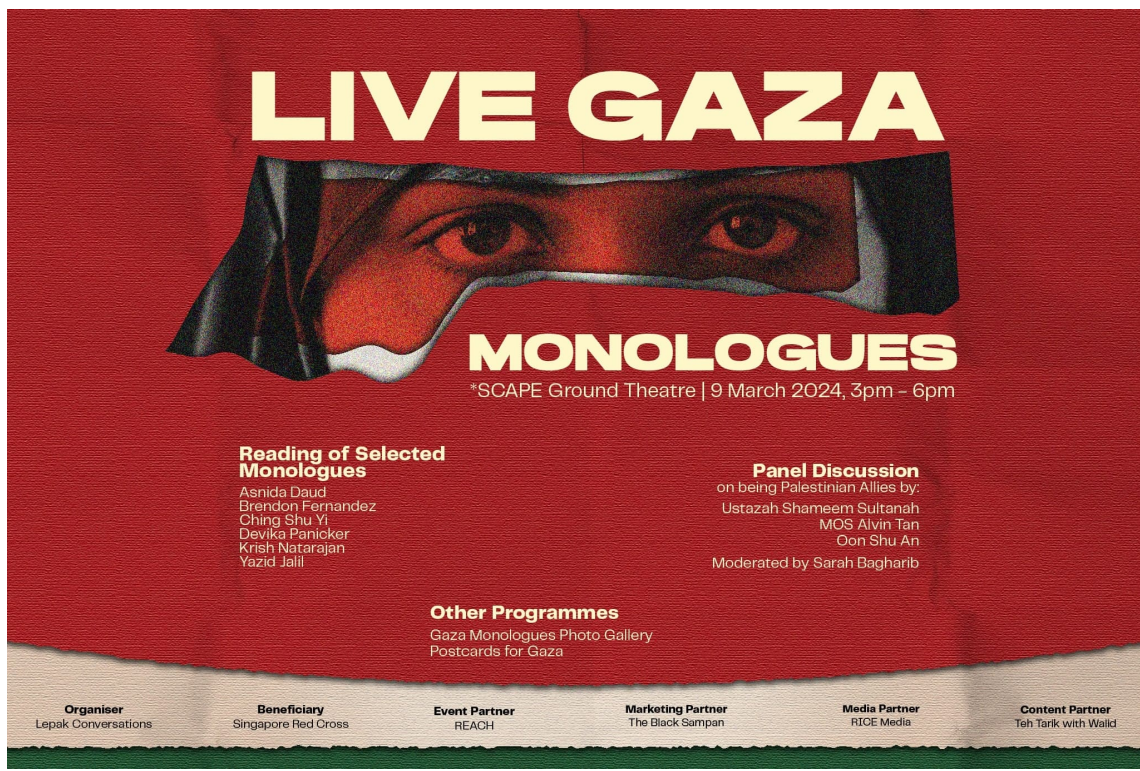
If there's one thing we wouldn't have expected any form of modernising, it's traditional Chinese medicine, or TCM.

Yet, our latest Singaporeans Abroad profile is determined that it's found a new medium: funky gummies. Be it ling zhi, goji, or ginseng, Kai is going all out with his not-so-traditional start-up after graduating from Harvard Business School.

**Meet Kai, the Singaporean  
Who's Trying To Make TCM  
Gummies a Thing in New York**

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## What's Cooking?



Since 2010, The Gaza Monologues has stood firmly as an essential document of modern-day atrocities—which have intensified to upsetting degrees in recent months.

RICE Media is proud to be the official media partner for the **Live Gaza Monologues**, which will see several Singaporean artists performing live readings from it at \*SCAPE The Ground Theatre on March 9.

The afternoon will also play host to a panel discussion about allyship in solidarity with Palestine, moderated by Sarah Bagharib.

More information and tickets to the event below.

**Live Gaza Monologues**

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## Short Grains, or *piping-hot topics by the spoonful.*

- A new bill passed by Parliament allows the Monetary Authority of Singapore greater investigative and supervisory powers over the financial

- sector, including the ability to enter premises without a warrant. (via CNA)
- A new culinary challenger appears: Chick-Fil-A, the famed US fast food restaurant is setting its sights on a Singapore debut down the road. (via *8days*)
  - The 34-year-old Singapore Indoor Stadium is set to be replaced by a new arena that Minister for Culture, Community and Youth Edwin Tong says will be "among the best-in-class globally". (via CNA)
  - *Dragon Ball* creator and manga giant Akira Toriyama has passed away at age 68. (via *The Japan Times*)
  - You thought we were done with Taylor Swift news? Oh no... Singaporean Swifties are getting upset over the sudden sales of new tickets. (via CNA)
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Six years ago, the sudden loss of sight drove 53-year-old Bernard to the point of contemplating suicide.

But today, he lives independently, serving guests as a host at NOX, where pitch-black darkness creates a multi-sensory dining experience.

**Amongst Us:  
How I Live Independently  
After Losing My Sight**

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# We like to go out! We also hate our weather.

But as much as our team is full of contradictions, we simply can't go by our weekend without checking out some things. If you're still deciding on where to go, let us highlight some unmissable events for you:

- Food, fun, festivities galore with the return of the Geylang Serai Bazaar, starting today until the end of Ramadan on April 9th.
- This weekend is also a Peranakan feast for the senses at Armenian Street Party: Peranakan Pasar.
- Some magic to spice up your life? Matilda The Musical, based on the Roald Dahl classic, is back in Singapore today.
- Speaking of spice, there's a *melange* of films you can catch at your local cinema now:
  - *Dune: Part Two*, the big-budget conclusion to the sci-fi saga that began with Timothee Chalamet absconding through space and, now, sees him leading a bonafide holy war.
  - *Mean Girls*, the remake of the 2004 teen comedy film that is also, wait for it, a musical.
  - *May December*, the terrific drama about an actress who, in preparation for her latest project, shadows a quiet suburban housewife with a dark past (and present).

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