

Immediate Release

**Monchhichi Serradura Café makes its Asia debut in Taipa Village Macau
Introducing a Unique Pairing of
Traditional Portuguese Serradura and Japanese Cartoon Character**



A spacious, inviting photo zone and entrance to the Monchhichi Serradura Café

6th January 2017 - Asia's first Monchhichi-themed Serradura Café officially opens in Taipa Village Macau. This four-month pop-up café offers signature Portuguese dessert serradura in a Monchhichi-themed setting, and a selection of special drinks and coffee, in an opening that demonstrates Taipa Village Destination Limited's dedication to promoting innovative dining and retail experiences in this heritage-rich district. The Monchhichi Serradura Café adds fresh appeal to the visitor experience as a fun-filled attraction in a landmark destination during the festive season.

Since it was created in Japan more than 40 years ago, Monchhichi has attracted numerous fans around the world thanks to its cute design and unmistakable character. Monchhichi-themed cafés and restaurants are common in Japan, offering a variety of desserts and drinks. This newest Monchhichi café, in Taipa Village, is a pioneer among them, the first in Asia to present serradura as its key offering. Originating from Portugal, serradura is a sweet dessert made from cream and biscuits that has become Macau's signature Portuguese dessert for locals and tourists. The pop-up café combines perfectly its serradura offering with the Monchhichi theme, bringing Monchhichi fans a truly special visual and culinary experience.



Monchhichi signature serradura and Marie biscuit

The Monchhichi Serradura Café's menu boasts a wide range of desserts, coffees and signature drinks featuring Monchhichi images and iconography. Each order of serradura is paired with a Marie biscuit and a small wooden hammer, allowing customers to pound the biscuit into crumbs and sprinkle on top of the pudding and experience the final touch of the process of making serradura. Guests can also purchase a wide range of Monchhichi dolls in various outfits as gifts or souvenirs for friends and family, and the upper floor of the café features a spacious photo zone for fans to take pictures with Monchhichi.

Monchhichi Serradura Café

Location: No. 7 Rua dos Negociantes, Taipa, Macau

Opening Hours: 12 noon-9pm (closed on Tuesdays)

Phone Number: +853 6239 9754

-Ends-

About Taipa Village Destination Limited

Taipa Village Destination Limited is leading the promotion of the brand concept "Taipa Village - Authentic Macau", with the goal of attracting both local and international visitors to this increasingly popular heritage district. Its primary goal is to foster sustainable heritage in Taipa Village – a blend of architecturally beautiful local shophouses and vibrant retail and food & beverage concepts, benefiting the broader community in Macau, and developing as a new tourist attraction in its own right.

Taipa Village Destination Limited is an affiliate of Sniper Capital Limited, a real estate fund manager that has been leading the regeneration of Taipa Village for more than a decade and which is



committed to supporting and promoting the area alongside the Macau government and local business and property owners.

About Taipa Village – Authentic Macau

Taipa Village is located in the oldest and best preserved area of Taipa. Formerly home to local fishermen, Taipa Village, with its traditional shophouses and quaint cobbled streets, offers an antidote to the glitz of the neighboring Cotai Strip. Richly endowed with a mix of Portuguese and Chinese architecture, and with unmistakable Mediterranean touches, Taipa Village is a culturally diverse landmark destination that offers visitors a taste of the original, authentic Macau.

Taipa Village, as a new brand concept established by Taipa Village Destination Limited, provides tourists and locals alike with a genuine, relaxed experience through myriad heritage attractions, innovative dining establishments, unique shopping experiences and diverse arts and entertainment offerings. Authentically Macau, Taipa Village combines a rich cultural heritage with historic beauty, harking back to an idyllic blend of East and West.

www.taipavillagemacau.com

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