



7-Eleven Singapore Is Giving Away 10,000 Free Meals in July â?? Plus Its First-Ever Blind Box Collection

Description

Your next 7-Eleven run just got a whole lot more exciting. The convenience store giant is launching its **â??Find The Good Stuffâ??** campaign across Singapore in July 2026, and it comes with 10,000 free meals, a limited-edition blind box collection, and a challenge to give their ready-to-eat range a proper chance.



Don't Judge Till You Try: 10,000 Free Meals

Be honest – when was the last time you actually gave 7-Eleven's food a real go? The **Don't Judge Till You Try Challenge** is 7-Eleven's way of getting Singaporeans to rethink their preconceptions. Throughout July, the chain is giving away **10,000 free ready-to-eat meals** at stores across the island – no strings attached, just try it and see.

The giveaway follows a weekly rotating schedule, so there's something new to try every Wednesday:

Date	Free Item
8 July (Wed)	7-Eleven Sandwiches*
15 July (Wed)	7-Eleven Packed Meals*
22 July (Wed)	7-Eleven Onigiri*
29 July (Wed)	7-Eleven Wrap*

*Selected SKUs only. While stocks last.

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7-Eleven Singapore Launches 'Find the Good Stuff', Inviting Singaporeans to Rediscover Everyday Convenience

From over 10,000 free ready-to-eat meals to exclusive yuu perks and Singapore's first Build-Your-Own 7-Eleven Store blind boxes, every visit to 7-Eleven promises something worth discovering

Singapore, 3 July 2026 – For decades, 7-Eleven has been the place Singaporeans turn to for life's everyday essentials. Today, with the launch of its 'Find The Good Stuff' campaign, the brand is inviting customers to discover a new side of 7-Eleven. Whether it's discovering a surprisingly satisfying lunch, spotting an exclusive collectible, or finding something unexpected during a quick store run, every visit now holds the promise of discovering something good.



As part of the launch, customers can look forward to more than 10,000 ready-to-eat meal giveaways, exclusive yuu promotions and the debut of limited-edition Build-Your-Own 7-Eleven store blind box collectibles inspired by some of Singapore's favourite 7-Eleven moments.

"Find The Good Stuff is a campaign that reflects how we are evolving the 7-Eleven experience for today's consumers," said **Anushree Khosla, Managing Director, 7-Eleven Singapore**. "We want every visit to be more than just a last-mile pit stop. By curating discovery through strong supplier partnerships and strategic sourcing, we bring together delicious food, unexpected finds, and little moments of happiness that brighten the day. With Find The Good

Beyond the freebies, you can also get **\$2 off all ready-to-eat items** exclusively via the **yuu app** available for both existing and new users. Check the full list of participating stores on [7-Eleven Singapore's Facebook](#) and Instagram pages.

Build Your Own 7-Eleven: The Blind Box Collection

7-Eleven Singapore is also dropping its **first-ever Build-Your-Own 7-Eleven Store blind box collection** a series of irresistibly cute limited-edition miniatures inspired by the convenience store we all know and love. Each design offers a nostalgic trip down memory lane, letting you assemble your very own miniature 7-Eleven.

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How to get one: spend a minimum of **\$28** to redeem a blind box, or purchase one separately at **\$7.90 each**. Given how quickly limited-edition collectibles tend to fly off shelves in Singapore, this one is worth keeping an eye out for.





More Than a Pit Stop

Find The Good Stuff is about reframing the everyday 7-Eleven visit as a moment of discovery whether that's stumbling on a meal that's better than expected or scoring a blind box you didn't know you needed. Check your nearest 7-Eleven or the **yu app** for the latest deals throughout July.

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