



BRAND'S Reinvents Ginseng as a Pocket-Sized Honey Jelly Strip in Singapore

Description

For anyone who has hit the mid-afternoon wall between back-to-back meetings, **BRAND'S** reckons it has a fix that fits in your pocket. The heritage vitality brand has launched the new **BRAND'S Ginseng Essence Honey Jelly Strip** in Singapore, reinventing traditional ginseng as a convenient, ready-to-eat jelly that promises to help you bounce back anytime.



BOUNCE BACK ANYTIME



with Ginseng
Essence Honey Jelly Strip



Relieve fatigue

Replenish energy

Support immunity

養參元氣凍
BRAND'S Ginseng Extract Honey Jelly Strip

Net content:
15g/strip, 12 strips per box

The new BRAND'S Ginseng Essence Honey Jelly Strip, designed to help you bounce back anytime. Image: BRAND'S / SBFHE

Ginseng, but make it easy

Ginseng has long been valued for its restorative properties, but it is also known for its bitter taste and the effort of brewing. BRAND'S switches that up by blending the goodness of ginseng with the natural sweetness of honey to create a chewy, tasty jelly strip. There is no water and no preparation needed, just tear, squeeze and enjoy, and it is best served chilled for a more refreshing bite.

Each 15g strip is formulated with American ginseng extract, Panax ginseng extract, honey, and traditional herbal ingredients including Mai Men Dong and Schisandra berry extract. American ginseng is used to ease signs of fatigue and aid recovery after a long day, while Panax ginseng is associated with boosting vital energy (qi) and supporting immunity.

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BRAND'S Ginseng Essence Honey Jelly Strip is sold in 1-strip, 5-strip and 12-strip packs. Image: BRAND'S / SBFHE

Built for the Singapore grind

The launch is squarely aimed at Singapore's busy working adults, the sort who need a quick lift before a presentation, between meetings or during a long commute. Compact enough to slip into a bag, desk drawer or pantry, the single-serve format taps into a growing appetite for snackable wellness that is practical and pleasant to consume.

As consumer lifestyles continue to evolve, there is growing demand for wellness solutions that are both effective and convenient," said **Omer Malik**, Chief Executive Officer of Suntory Beverage & Food Health Enrichment (SBFHE). "BRAND'S Ginseng Essence Honey Jelly Strip represents an exciting step forward in our journey to make wellness more accessible."

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Each single-serve BRAND'S Ginseng Essence Honey Jelly Strip is best enjoyed chilled.
Image: BRAND'S / SBFHE

Where to buy and launch prices

The jelly strips are available now at major retailers and e-commerce platforms including Cold Storage, FairPrice, Giant, Guardian, Sheng Siong and Shopee, with 7-Eleven, Cheers and Lazada to follow. They come in 1-strip, 5-strip and 12-strip packs, with recommended retail prices of S\$2.80, S\$13.50

and S\$28.80 respectively.

As a launch treat, the strips are going for promotional prices of **S\$2, S\$10 and S\$24** for a limited time until 30 September, so it is worth stocking up if you are curious. As ever, supplements are best treated as a small pick-me-up rather than a substitute for proper rest, hydration and a balanced diet.

Hungry for more? Browse our [Raffles Courtyard August 2026 dining guide](#) and the [Tajimaya SG61 yakiniku buffet](#) for more tasty finds around town.

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Author

meichua

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