



## FairPrice Xtra Lab At Jurong Point Turns Grocery Shopping Into An Asia Food Hunt

### Description

FairPrice is giving west-side grocery runs a discovery angle with [Xtra Lab at FairPrice Xtra Jurong Point](#). The concept page frames the section as a place for Asian food trends, Ba Ba Dian picks, viral items, heritage flavours and first-to-Singapore launches.

For readers tracking [food finds in Singapore](#), this is less about a single restaurant opening and more about a supermarket shelf that changes how snack, pantry and gifting runs can work in Jurong.

### What Xtra Lab Is For

The FairPrice page describes Xtra Lab as a trend-discovery zone inside FairPrice Xtra Jurong Point. Instead of only grouping products by standard grocery category, it spotlights Asian food ideas, seasonal launches and products that might otherwise require a specialty shop hunt.



Product showcase from Ba Ba Dian at FairPrice Xtra Lab. Image: FairPrice.

## **Ba Ba Dian And Trend Shelves**

Ba Ba Dian is presented as a core part of the experience, with the page highlighting viral Asian foods, heritage flavours and first-to-Singapore launches. That makes the store useful for shoppers who want Taiwanese, Korean, Japanese or regional snack ideas without committing to a full specialty-market trip.

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Asian food product tile for FairPrice Xtra Lab. Image: FairPrice.

## How To Shop It

- Start with the featured Xtra Lab zone before doing the usual supermarket loop.
- Look for limited launches and opening-style promotions because FairPrice flags free gifts and rewards while stocks last.
- Use it for pantry discovery, party snacks and edible gifts if you are already near Jurong Point.
- Expect product rotation, so photograph item names if you plan to return later.

## Why Jurong Point Is A Practical Test Bed

Jurong Point already works as a high-volume neighbourhood and interchange mall, so the Xtra Lab concept has a natural audience: office workers, students, families and commuters who are already buying daily groceries. That makes the product mix easier to sample than a specialty pop-up in town. If FairPrice rotates launches through this space, west-side shoppers may see new Asian snacks, sauces, drinks and gifting items earlier than they would in a smaller supermarket. It is also useful for hosts planning casual gatherings because the shelves can surface conversation-starter snacks without needing a separate imported-food run.

## Location Notes

- [FairPrice Xtra Jurong Point](#)

### Date Created

11/06/2026

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