



Isetan's Japanese Summer Festival Hits Yishun From \$5

Description

Isetan's travelling Japanese food fairs have shown up around the island before, from Sakura Matsuri events to the Hanabi Matsuri fair at Waterway Point. This one, the Natsu Matsuri running 25 August to 6 September, is the format's first stop in the north, set up at Northpoint City's South Atrium with a pineapple-themed snack lineup tied to the mall's ong lai branding, and prices from \$5.

What's on at the Isetan Japanese Summer Festival

The fair occupies the South Atrium on Level 1 of Northpoint City's South Wing, and runs four Japanese vendors around a pineapple theme: **Gourtens Gourmet**, **Bashodo**, **Nakayama Shokuhin** and **Taimatsu**, with a fifth stall, **Monario**, on pancakes.

Gourtens Gourmet is selling a Coconut Pineapple Canelé, Bashodo has a Warabi Manjyu Pineapple, and Taimatsu is doing a Pineapple Brown Sugar Cake. Nakayama Shokuhin skips the pineapple angle for savoury: Mentaiko Mayonnaise Takoyaki and a Green Onion Hashimaki. Monario rounds it out with Kumamon-branded pancakes in Red Bean and Sweet Potato.



Isetan’s own banner for the Natsu Matsuri fair at Northpoint City, running 25 August to 6 September 2026. Image: Isetan Singapore.

What it costs

Nothing here needs a reservation or an entry fee: this is a mall atrium fair, and the outlay is whatever you choose to eat. Eatbook, which sampled the fair on 25 August, put prices at \$5 to \$10.50 a portion, most of it built for sharing rather than a single serving.

Stall	Item	Price
Gourtens Gourmet	Coconut Pineapple CanelÃ©	\$5.50
Bashodo	Warabi Manjyu Pineapple (3 pcs)	\$10.50
Taimatsu	Pineapple Brown Sugar Cake	\$5.50
Nakayama Shokuhin	Mentaiko Mayonnaise Takoyaki (6 pcs)	\$10
Nakayama Shokuhin	Green Onion Hashimaki	\$6
Monario	Kumamon Pancakes	\$5

The floor and ceiling sit close together, which is normal for a fair built on individual snack stalls rather than a sit-down menu. A family of four could work through most of the lineup for under \$40, split across six items.

Is this actually new

The format is not new. Isetan runs several of these themed fairs a year under different names, Sakura Matsuri in spring, Hanabi Matsuri around fireworks season, a Shizuoka-specific fair in between, in the

same spirit as the walk-the-hall format LBRD covered at the [APAC Food & Beverage Expo](#). What is new is the postcode: this is the Natsu Matsuri's first stop in the north of Singapore, rather than its usual Wisma Atria or Waterway Point circuit. For Yishun and the surrounding estates, that is the actual news, not the pineapple theming.

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PINEAPPLE PARADISE

Discover limited-edition Japanese
treats infused with the sweet and
refreshing taste of pineapple.



BASHODO
Warabi Manjyu Pineapple
3% \$10.50



TAIMATSU
Pineapple Brown Sugar
Steamed Cake
per pc from \$4.50



TOKIO FRUITS
Cut Pineapple
1 pkt \$15 | 2 pkts \$20



GOURTENS GOURMET
Coconut Pineapple Canele
per pc \$5.50



NAKAYAMA SHOKUHHN
Hashimaki - Assorted flavours
per stick \$6 - \$8



MITAMURA
Curry Croquette
per pc \$3.80

25 AUG - 6 SEP 2026
Northpoint City, South Atrium,
Level 1, South Wing



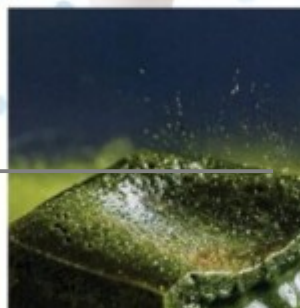
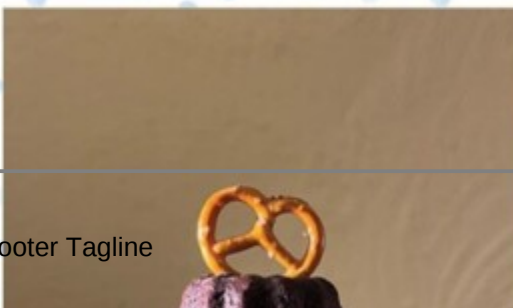
**INUWASHI
& KUROYURI**
Fresh Mochi in
Kanazawa Matcha Dashi
from \$10



NEW
MATCHA AN
Matcha Latte
per serving \$8



NEW



Isetan's own flyer for the fair, confirming the 25 August to 6 September run. Image:
Isetan Singapore.

What's not confirmed

Eatbook's report on the fair states it is not halal-certified, but that has not been verified against a MUIS listing or an Isetan statement, so treat it as reported rather than confirmed. Isetan's own site has not published a standalone events page for this fair beyond the homepage banner and a downloadable flyer, so there is no vendor-by-vendor confirmation of stock levels or daily caps if a particular snack proves popular.

Good for a Yishun grocery run that wants a \$5 to \$10 detour rather than a destination trip, in the same vein as the grocery-adjacent food hunt at [FairPrice Xtra Lab in Jurong Point](#), and for anyone who has already worked through Isetan's Scotts or Wisma Atria fairs and wants the same format closer to home. Not worth crossing the island for on its own: the lineup is five stalls deep, not a full matsuri hall, and it closes on 6 September.

Details

Isetan Japanese Summer Festival (Natsu Matsuri),
South Atrium, Level 1, South Wing,
Northpoint City, 930 Yishun Avenue 2, Singapore 769098.

25 August to 6 September 2026.

Sunday to Thursday, 10.30am to 9pm. Friday and Saturday, 10.30am to 9.30pm, until 5 September.

Closing day, 6 September, 10.30am to 7pm.

No reservation needed; pay per item at each stall.

Five stalls and a pineapple theme is a light fair by Isetan's own standards, but it is a genuinely new location for a format that has mostly stayed south and central. The fair closes before [this year's mooncake season](#) properly begins, so it is a distinct, earlier calendar slot rather than a Mid-Autumn tie-in. If you are already at Northpoint City before 6 September, it is worth the walk through the South Atrium, in the same spirit as the booth-hunting approach LBRD used for [NATAS Fair 2026](#). If you are not, the same stalls or their equivalents will likely turn up at Isetan's next fair closer to town.

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