



Korean Regional Snacks Pop-Up Lands at Isetan Shaw House

Description

Korean snacks are having more than a moment in Singapore, and the latest arrival takes a refreshingly different angle. Rather than chasing the next viral trend, the new **Korean Regional Specialties Pop-Up** asks where the food actually comes from, spotlighting the produce and traditions of Jeonnam and Gwangju in Korea's southwest.

Running from **25 September to 1 October 2026** at Isetan Supermarket, Basement 1, Shaw House (350 Orchard Road), the seven-day pop-up sits within Isetan Scotts's Confectionery Fair and is open from 10am to 9pm daily.



Image: Korlink / Affluence PR

The “Kitchen of Korea” comes to Orchard Road

Jeonnam-Gwangju, also known as Jeollanam-do, is often called the “Kitchen of Korea”. The region holds the country’s largest share of pesticide-free agricultural land and contributes a significant portion of Korea’s agricultural and fishery output. That mix of land and sea has shaped a food culture prized for fresh, natural and clean flavours, and it is this identity that the pop-up brings to Singapore shoppers.

The curated snacks follow three simple principles: regional ingredients and traditions, contemporary snack formats, and a focus on recognisable, naturally derived flavours with lighter, healthier options.



Image: Korlink / Affluence PR

Familiar ingredients, unexpected treats

Expect plenty of “I didn’t know that was a snack” moments. FAVOURIPS turns Korean-grown shiitake mushrooms into savoury, crunchy chips, while Berry and Fig Strawberry Chips are made with freeze-dried strawberries from Jeolla-do, with zero added sugar and no additives.

Traditional confectionery also gets a modern regional twist through SIEOMNI-GA, whose Oranda, a puffed-rice treat usually bound with syrup, comes in fig, strawberry and sweet potato variations.

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Image: Korlink / Affluence PR

The wider line-up spans the flavours of the region, from seaweed, kimchi and abalone to grains, sweet potato, pumpkin and soybean, showing how everyday Korean ingredients can be reworked into convenient, healthier snacks. Several brands and products are making their Singapore debut at the fair.

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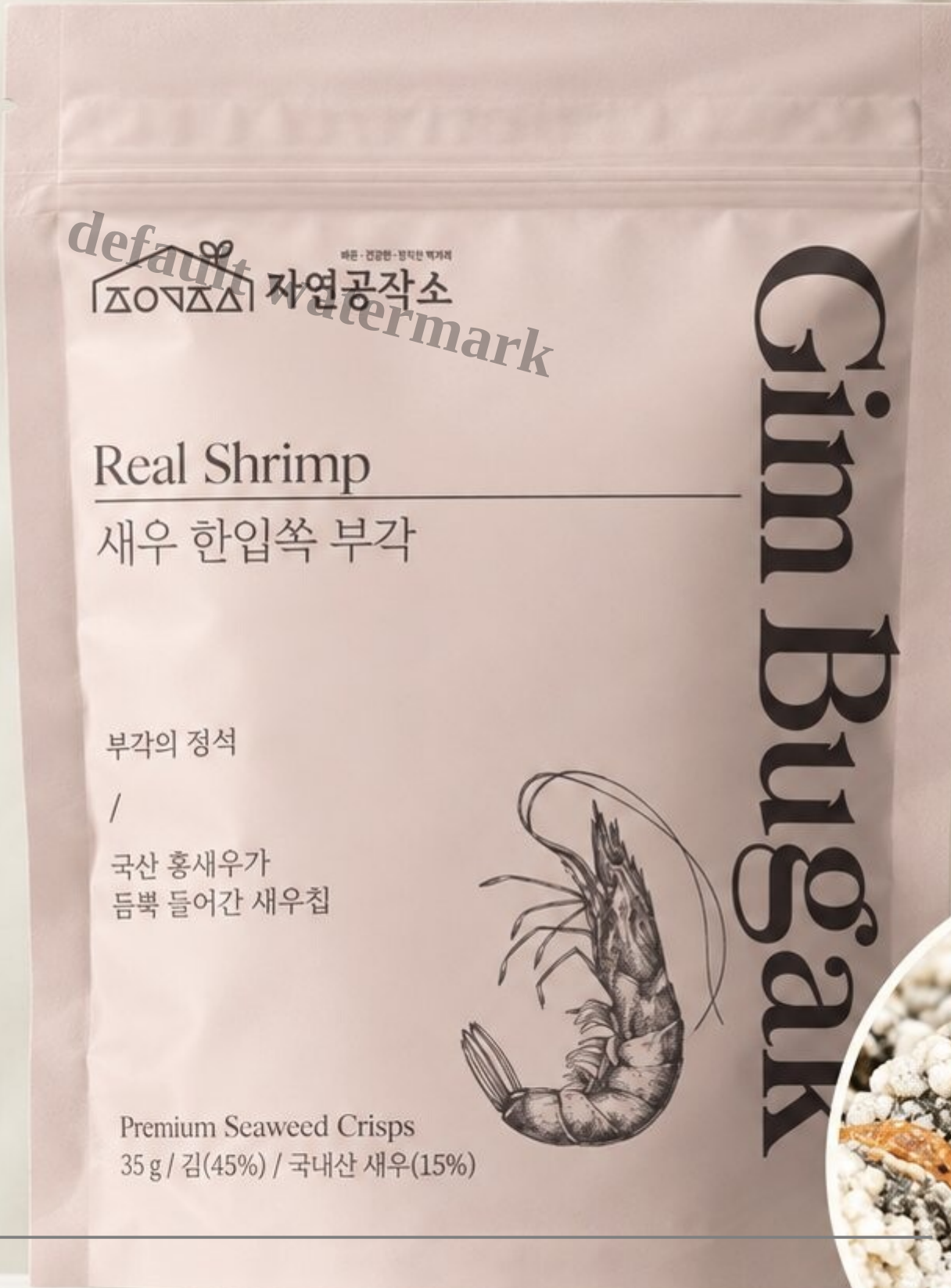


Image: Korlink / Affluence PR

Good to know before you go

Visitors who take part in the fair's product sampling survey will receive a complimentary Korean snack, so it is worth setting aside a little time to browse. More information is available at korlink.sg.

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Image: Korlink / Affluence PR

On the hunt for more Orchard Road food finds? Have a look at the [Isetan food festivals](#) weâ??ve covered, our latest [Korean dining deals](#), and more [things to do in Singapore this week](#).

The Korean Regional Specialties Pop-Up runs 25 September to 1 October 2026 at Isetan Supermarket, Basement 1, Shaw House, 350 Orchard Road, Singapore 238868.

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