



The Laughing Cow x Monchhichi: Redeem a Limited-Edition Collectible Keychain at Singapore Supermarkets

Description

If your childhood involved either a triangle of soft processed cheese or a cuddly Japanese stuffed toy with a pacifier, this one is for you. **The Laughing Cow** has teamed up with iconic Japanese brand **Monchhichi** for a limited-edition collectible campaign in Singapore and the reward for buying cheese is a blind-box keychain.

Monchhi BAG & KEYC

with every \$18 spent on The Lau

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FREE!

THE LAUGHING COW
THE LAUGHING COW
THE LAUGHING COW
THE LAUGHING COW
THE LAUGHING COW



The Laughing Cow x Monchhichi – two childhood favourites, one Singapore collectible campaign

Here’s How It Works

Spend a minimum of **S\$18 on The Laughing Cow products** in a single receipt at any participating **FairPrice, Cold Storage, Giant, Sheng Siong, or Prime Supermarket** and you can redeem a limited-edition tote bag containing one randomly packed collectible Monchhichi keychain.

There are **four keychain designs** to collect – including **one Singapore-exclusive design** available only in Singapore. The blind-box redemption mechanic means you won’t know which design you’ll get until you open the bag, tapping into the same collectible-hunting excitement that has driven demand for everything from designer vinyls to café stamps.

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The Four Designs

The collaboration brings together Monchhichi's signature plush-toy aesthetic with The Laughing Cow's cheerful branding. The four keychain designs each put a different spin on the Monchhichi character and with one being exclusive to Singapore, completionists will need at least two rounds of redemption to have a shot at the full set.

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why are you
taking my cheese!

One of four limited-edition Monchhichi keychain designs — one of which is a Singapore exclusive

Also in the Spotlight: Cheez Dippers

The campaign is also an opportunity for The Laughing Cow to spotlight its **Cheez Dippers** range — a snack format that pairs smooth, creamy cheese dip with crunchy breadsticks in individually portioned trays. Available in **Plain, Strawberry, Blueberry,** and **Pizza** variants, it is aimed at both kids and adults looking for a fuss-free snack with some personality.

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The Laughing Cow Cheez Dippers are available in Plain, Strawberry, Blueberry, and Pizza variants

Why This Works

Monchhichi has had a quiet but persistent comeback in Singapore over the past few years – the brand has appeared in various lifestyle collabs and pop-ups, and it retains genuine nostalgic pull for anyone who grew up in the 1980s and 90s. Pairing it with The Laughing Cow, another brand with strong childhood associations, is a pairing that makes emotional sense.

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The blind-box format adds a layer of incentive to repeat redemption â?? there are four designs to collect, and you cannot choose which one you get. Combined with the Singapore-exclusive design, it gives collectors a reason to top up their cheese supply more than once.

The campaign runs **while stocks last** at participating FairPrice, Cold Storage, Giant, Sheng Siong, and Prime Supermarkets across Singapore. Given the collectible angle, do not expect stocks to last long.

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