

The Laughing Cow x Monchhichi: Collect Exclusive Keychains at Singapore Supermarkets

Description

Two beloved icons from childhood have come together in an exciting limited-edition collaboration that is sure to delight Singaporeans of all ages. **The Laughing Cow**, the iconic French cheese brand famous for its smiling cow mascot, has partnered with Japanese plush toy legend **Monchhichi** for an exclusive collectible keychain campaign with one design that can only be found in Singapore.

The campaign has been running since mid-June 2026, and is available while stocks last. Whether you grew up squeezing those iconic foil-wrapped cheese portions or hugging a Monchhichi doll, this collab is a nostalgic treat worth snapping up.

How to Redeem Your Monchhichi Keychain

Redemption is simple: spend a minimum of **S\$18 on The Laughing Cow products in a single receipt** at any participating outlet, and you will receive a limited-edition tote bag containing one randomly packed collectible keychain. The participating supermarkets are:

- FairPrice
- Cold Storage
- Giant
- Sheng Siong
- Prime Supermarket

The keychains are randomly packed in the tote bag, so you will not know which design you have until you open it – leaning into the [blind-box culture](#) that has taken Singapore by storm in recent years. This makes for an addictive reason to keep topping up on Laughing Cow products until you have completed the full set.

Four Collectible Designs – Including One Singapore Exclusive

There are **four collectible keychain designs** in total, each blending The Laughing Cow's cheerful brand world with Monchhichi's iconic big-eyed monkey aesthetic. Three of the designs feature The Laughing Cow-themed takes on the Monchhichi character, while one design is a **Singapore-exclusive** – meaning it cannot be obtained anywhere else in the world.

The Singapore-exclusive design adds a local dimension to this collaboration, making it a genuine collectible for Singaporeans. If you are into limited-edition, country-specific collectibles, this is one worth chasing.

Also in the Spotlight: The Laughing Cow Cheez Dippers

Alongside the Monchhichi collaboration, The Laughing Cow is also shining a light on its **Cheez Dippers** range – a snack designed for both kids and adults. Each tray comes with smooth, creamy cheese dip paired with crunchy breadsticks, all portioned individually for on-the-go snacking or sharing. The range is available in four flavours:

- **Plain** – the classic option
- **Strawberry** – for a sweet twist
- **Blueberry** – a fruity combination
- **Pizza** – for something more savoury

It is a versatile snack range that fits comfortably into school lunchboxes, office desk drawers, or afternoon tea spreads. Purchasing enough Cheez Dippers to hit the S\$18 spend threshold for the keychain redemption should not be too difficult if you are a fan.

Act Fast – Available While Stocks Last

The Laughing Cow x Monchhichi collaboration is strictly limited to available stocks, and with four designs to collect (including that Singapore-exclusive), demand is expected to be high. If you are aiming to collect all four, plan your supermarket visits accordingly and keep receipts handy for redemption at the customer service counter.

This kind of nostalgic brand collaboration – pairing a beloved food brand with a classic toy icon – taps into a sweet spot for Singaporean consumers. Much like the [growing range of international food collabs finding their way to local supermarkets](#), this one offers both a reason to shop and a reason to collect. Head to your nearest participating supermarket before stocks run out.

Images courtesy of The Laughing Cow / Mad Hat Asia.

Date Created

24/06/2026

Author

meichua